PREPURCHASE INFORMATION SEARCH AND PROCESSING

- A STUDY OF SHOPPING PROBLEMS OF CANADIAN CONSUMERS

John D. Claxton
Faculty of Commerce
and Business Administration
University of British Columbia
Vancouver, Canada

J. R. Brent Ritchie
Faculte des sciences
de l'administration
Universite Laval
Quebec, Canada

June 13, 1978

ACKNOWLEDGMENTS

This study was made possible by funding provided by the Consumer Research Branch of the Department of Consumer and Corporate Affairs, Government of Canada. The authors of this report express their gratitude for this essential support.

Of equal, if not greater importance, we wish to acknowledge the complete freedom we have enjoyed to design and execute the present research within the guidelines of our official mandate. This freedom has resulted in two characteristics of the study which we believe are particularly important. First, we have had the opportunity to carry out a sequence of three waves of data collection on essentially the same group respondents over an extended period of time. As a result we have been able to learn from each wave and design subsequent data collection so as to benefit from this learning and thus obtain the maximum information from these data. Such is not the case in most one wave studies. Second, we were granted the freedom to build into our study a number of multiple measures and repeat measures. While the results dealing with these aspects are not dealt with extensively in this report due to its applied orientation, these data provide us with a meaningful way of evaluating both the validity and the reliability of the responses obtained from participants. We have appreciated the confidence accorded to us by John Evans and Lee McCabe which has permitted the incorporation of the above aspects of the research. It follows that any weaknesses in design and execution of the study are our responsibility alone.

We also wish to acknowledge the cooperation of the Boy Scouts of Canada and the representatives in each city who helped us assemble the groups of individuals who participated in the study. We believe that the formula adopted for obtaining the participants was a mutually beneficial one and that it merits consideration for future studies where it is appropriate.

Finally, we wish to acknowledge the highly competent assistance furnished by Judy Zaichkowsky of the School of Home Economics, University of British Columbia. Her efficiency and assiduousness in both data collection and analysis were essential to the execution of this study. Similarly, we wish to thank Pierre Filiatrault, departement d'administration, Universite du Quebec a Montreal, for his invaluable assistance in conducting the data collection in Quebec City.

John Claxton
Brent Ritchie

TABLE OF CONTENTS

PAGE

LIST OF APPENDICES

LIST OF ANNEXES

INTRODUCTION AND OVERVIEW

- Introduction
    - Research on Consumer Choice
    - Research on Prepurchase Search
- Objectives of the Research
    - Prepurchase Information Search and Processing Problems
    - Prepurchase Information Trade-Offs
    - Measurement Methods
    - Implications Analysis
    - Solutions to Prepurchase Informatin Search and Processing Problems
- Overview of Research Design
    - Phases of the Research
    - Selection of Participants

PHASE I: PROBLEM VERTIFICATION - METHODOLOGY AND RESULTS

- Methodology - Phase I
    - Objectives
    - Data collected
- Results
    - The Sample
    - The NET Process: A Model for Data Analysis
    - NET Results - Major Problems and Their Relative Importance
    - Results from Structural Questionnaire
        - Part 1 - Shopping Problems
        - Part 2 - Comparative Seriousness of Shopping Problems across Product/Service Categories
        - Part 3 - Opinions about Government Programs

TABLE OF CONTENTS (CONT'D)

PAGE

- Identification of Differences across Consumer Segments
    - Using NET Data
    - Using Data from Structural Questionnaire
- Existing Actions which Consumers Find Helpful as Aids to Shopping
- New Actions Suggested by Consumers as Aids to Shopping

Major Conclusion of Phase I

PHASE II: ANALYSIS OF TRADE-OFFS-METHODOLOGY AND RESULTS

- Decisions Concerning Design of Phase II
    - Product/Service Categories Selected for Further Study
    - Types of Problems to be Analyzed via (a joint measurement)
    - Identification of Major Product/Service Attributes Related to Prepurchase Search Problems

- Data Collection

- Results
    - Trade-Off Analysis - Retail Service Problem Dimensions
    - Trade-Off Analysis - Retail Service Dimensions Compared to Other Choice Factors
    - Direct Measures of Attribute Level Importance
    - Suggested Solutions to Specific Consumer Shopping Problems
        - Consumer Solutions
        - Government Actions

- Major Conclusions of Phase II

TABLE OF CONTENTS (CONT'D)

PAGE

PHASE III: EVALUATION OF PROBLEM SOLUTIONS AND STABILITY OF MEASURES EMPLOYED

- Methodology
  - Evaluation of Possible Solutions to Consumer Shopping Problems
  - Evaluation of Stability of Measures Employed
- Results
  - Evaluating Possible Solutions to Consumer Shopping Problems
  - Evaluation of Stability of Measures Employed
- Major Conclusion of Phase III

CONCLUSION

- Introduction
- Some Overall Conclusions
- Use of the Findings
- Priority Areas for Future Research

REFERENCES

APPENDICES

ANNEXES

LIST OF APPENDICES

Appendix 1 - Problem Statements Mentioned within NET Sessions: Clothing/Footwear

Appendix 2 - Problem Statements Mentioned within NET Sessions: Groceries

Appendix 3 - Problem Statements Mentioned within NET Sessions: Furniture/Appliance (Men)

Appendix 4 - Problem Statements Mentioned within NET Sessions: Furniture/Appliance (Women)

Appendix 5 - Problem Statements Mentioned within NET Sessions: Automobile Repair Services

Appendix 6 - Problem Statements Mentioned within NET Sessions: Home Repair Services

LIST OF ANNEXES

Annex A - Structural Questionnaire Employed in Phase I of the Study Following NET Sessions

Annex B - Retail Outlet Characteristics and Related Problems Evaluated via Conjoint Measurement - Actual Profiles Judged by Participants for:

- Clothing/Footwear
- Furniture/Appliances
- Automobile Repair Services

Annex C - Formats Used to Obtain Pair-Wise Preferences of Participants concerning Alternative Retail Outlet Characteristics and Related Shopping Problems for:

- Clothing/Footwear
- Furniture/Appliances
- Automobile Repair Services

Annex D - Choice Factors Influencing Selection of a Retail Outlet Evaluated via Conjoint Measurement - Actual Profiles Judged by Participants for:

- Clothing/Footwear
- Furniture/Appliances
- Automobile Repair Services

Annex E - Graphic Rating Scales Employed to Obtain Direct Measures of Attribute Level Importance

Annex F - Forms Employed to Gather Consumer Suggestions Concerning Actions which Consumers and Governments Might Take to Overcome Motor Shopping Difficulties

Annex G - Questionnaire Employed to Obtain Consumer Evaluations of the Relative Desirability of Possible Government Actions to Provide Assistance in Overloading Major Shopping Problems

INTRODUCTION AND OVERVIEW

INTRODUCTION

The present study has been conducted within the overall framework of the Research Program on Consumer Choice sponsored by the Consumer Research Branch of the Department of Consumer and Corporate Affairs, Government of Canada. The general subject area examined by the research concerns the consumer prepurchase search process. More specifically, the study sought to understand the major problems encountered by consumers within the decision process leading up to the purchase of different products and services. In addition, it attempted to obtain consumer perceptions concerning the most appropriate means of overcoming the most serious of these problems.

Research on Consumer Choice

It is important to position the present research within the more general perspective of "Factors Affecting Consumer Choice". This positioning is done graphically in Figure 1. As shown in the schematic model, an understanding of these factors requires consideration of three major areas:

- analysis of consumers
- analysis of suppliers
- analysis of associated governmental activities

Figure 1 also identifies the major issues to be addressed by research in each of these areas. It was the first of these three areas, analysis of consumers, which provided the basic direction for the research reported here. The specific issues addressed by the study were identified following the preparation of extensive bibliographies concerning previous research on information processing and prepurchase search (Claxton, 1977; Ritchie and Zins, 1977). Shortcomings in existing knowledge identified as a result of this literature review provided the focus for the design of the study which was undertaken.

Research on Prepurchase Search

A summary view of the prepurchase search area is presented in Figure 2. This figure structures prepurchase search into two major areas of concern, (1) How are product alternatives compared and evaluated, and (2) What information sources are utilized for purposes of the evaluation? Each of these issues is then divided into several subsidiary questions.

FIGURE I

CONSUMER CHOICE ARENA

THREE MAJOR AREAS OF RESEARCH

Type 1: CONSUMER ANALYSIS

- what product alternatives are considered?
- what information is gathered?
- wha' rces are used?
- how much time is spent?

CONSUMERS

SUPPLIERS

GOVERNMENTS

Type 2: SUPPLIER ANALYSIS

- what is the impact of supplier-provided info?
- what is the impact of market structure?
- what is the impact of supplier-inefficiences?

Type 3: EVALUATION RESEARCH

- what is the impact of legal requirements?
- what is the impact of legal restrictions?
- what is the impact of governmental suasion?

The types of questions raised in Figure 2 are indicative of the issues that have been addressed by earlier research in this area. It is important, however, to recognize the focus of these earlier studies. The primary purpose has been the development of *descriptive theories* of prepurchase search (Engel, Kollatt and Blackwell, 1973). As such, there has been no particular attempt to assess prepurchase search from the point of the consumer. That is, there appears to be little attention to issues such as, (1) What aspects of prepurchase search are viewed by consumers as presenting major problems, (2) What product categories present greatest difficulty in terms of evaluation of alternatives, and (3) What information sources are perceived to present major difficulties. In other words, existing research has focused on the *description of how consumers behave*, but has not proceeded to assess the *consumers' view of problem areas in the prepurchase search process*. Both types of research are important. The latter is of particular concern in terms of development of public policy.

FIGURE 2

STRUCTURE FOR DESCRIPTION OF PREPURCHASE SEARCH

- What is the nature of prepurchase search?
  - How are product alternatives evaluated?
    - What product attributes are considered?
    - How important is each
    - How do product alternatives rate on each attribute
    - How are attribute evaluations combined?
  - What information sources are utilized?
    - What information sources are considered?
    - How useful is each source perceived to be?
    - How does each source rate the product alternatives?
    - How is information from various sources combined?

A second observation regarding existing research is that only very recently has there been explicit analysis of the trade-offs inherent in prepurchase search (Greer and Wind, 1973). Since consumers can not possibly consider all product attributes, or all possible purchase alternatives, or all possible sources of information, trade-offs are a necessary ingredient of the search process. For example consider the search process involved in the purchase of a house. The consumer could consider the number of bedrooms, the size of the kitchen, the type of heating system, the nature of the neighbourhood, the down payment, the number of bathrooms, and many, many other attributes. Faced with this great range of considerations the consumer concentrates on a subset of attributes that he considers most important. In other words, he may make attribute trade-offs such as deciding between more bedrooms or lower monthly payments, larger garage or finished basement.

Similarly, consumers at some point decide that looking at further purchase alternatives is not worth the effort required. That is, the trade-off is between the possibility of finding a desirable alternative, and the costs associated with further search. Finally, at some point, consumers also decide that the value of information from further sources does not balance the extra costs.

The third problem area that has been highlighted by review of existing research is the problem of obtaining reliable and valid measures of consumers' prepurchase search. To expand on this problem it is useful to recognize the dichotomy apparent in existing research. On the one hand, there is a substantial body of research that emphasizes the pervasive measurement problems associated with research regarding socio-psychological phenomenon (Simon, 1969). This research provides many examples of measurement inconsistencies and emphasizes the need for continued attention to this area. On the other hand, much of the research dealing with consumer search tends to neglect measurement concerns. Consequently, a major thrust of future research should be careful attention to measurement procedures. The use of parallel methodologies and measurement replication is seen as critical to ensuring meaningful measures.

In summary, existing research has the following weaknesses. First, there has been little attempt to determine what consumers consider to be the major problems associated with prepurchase search. Second, there has been little attention to the inherent trade-offs that consumers make during the prepurchase search process. Finally, there is a need to devote greater attention to the measurement problems associated with this area of research.

OBJECTIVES OF THE RESEARCH

The study had as its overall objective to provide greater understanding of the nature and scope of consumer prepurchase search and information processing problems as the basis for identifying those private or public sector actions most needed in order to assist Canadian consumers in overcoming these problems.

Four features that helped define the research purpose should be emphasized. First, concentration was on areas of prepurchase search that consumers considered significant. There are many purchases that cause consumers little or no difficulty. Although these are of interest to a general understanding of prepurchase search, a parallel interest in public policy suggests concentration on "problem" purchases.

Second, prepurchase search was approached with an emphasis on the inherent trade-offs. As discussed above, consumers can not possibly consider all product-attributes, or all possible purchase alternatives, or all possible sources of information. Therefore, trade-offs are a necessary ingredient of the search process. Further, in the recent past advances have been made in terms of research methods intended for trade-off measurement. These methods represented an opportunity to better understand prepurchase search trade-offs.

Third, a major emphasis of the proposed research was attention to the measurement problems associated with investigating prepurchase search. To provide confidence in the data the research design featured a series of complimentary measures and measurement replications. To facilitate this attention to measurement data collection was carried out using a panel of Canadian consumers. This approach simplified the collection of multiple measures and enabled measurement replication.

Fourth, the consumers studied were Canadian. The vast majority of existing research has studied American consumers. Particularly when policy implications are an issue, specific attention to Canadian consumers is warranted.

For research purposes this overall objective was broken down into a series of operational objectives related fo five specific topics:

1. Prepurchase information search and processing problems

For selected product/service categories,

- to identify consumers' perceptions as to major prepurchase information search and processing problems,
- to establish consumers' views as to the relative importance of these problems, and
- to identify differences in the nature and importance of these problems across
    - product service categories
    - consumer income groups
    - geographical regions

2. Prepurchase information trade-offs

For situations that consumers perceive to present major problems,

- to assess the nature of the trade-offs that are made by consumers during prepurchase search (particularly trade-offs with respect to time, information, and money),
- to identify differences in these trade-offs across
    - product/service categories
    - consumer income groups
    - geographical regions

3. Measurement Methods

- to evaluate the utility of different measurement methods for studying prepurchase information search and processing,
- to evaluate the reliability/stability over time of repeated measures related to prepurchase information search and processing, and
- to evaluate the utility of different techniques for analysing data concerning prepurchase information search and processing.

4. Implications Analysis

For the major conclusions arising out of the study,

- to identify their implications concerning the need for actions, policies and programs which should be undertaken by both the public and private sectors in order to assist consumers,
- to establish the relative priorities which should be accorded to the various actions, policies and programs identified above,

- to evaluate the means of implementing those actions, policies, and programs judged to have the highest priorities,
- to identify the organization, department or agency to which responsibility for implementation of recommended actions should be assigned.

In addition to these four principal research objectives, some exploratory work was conducted on a supplementary objective which fell outside the mandate of the study. Specifically, this objective dealt with:

5. Solutions to prepurchase information search and processing problems

For product/service categories and situations that consumers perceive to present major problems,

- to identify existing actions, policies or programs (originating within either public or private sector) which consumers perceive as most helpful in assisting them to overcome prepurchase information search and processing problems.
- to identify the types of actions, policies or programs which consumers would like to see instituted to further assist them in solving or reducing their prepurchase information search and processing problems.

It should be stressed that this objective was addressed in a preliminary manner only which resulted primarily in general solutions to consumer shopping problems. As shall be seen, however, the findings in this area did provide some very clear indications of the types of actions consumers prefer as well as some clear guidelines for future research related to the product/service categories which consumers rated as most serious in terms of shopping difficulty.

OVERVIEW OF RESEARCH DESIGN

Phases of the Research

The complete research design consisted of a total of five distinct phases.

The Preliminary Phase involved development of an annotated bibliography regarding research on prepurchase information search and processing. This phase was completed in April 1977 (Claxton, 1977; Ritchie and Zins, 1977).

Phase I of the actual research involved data collection and analysis regarding the identification and importance of prepurchase problems (objective 1). This phase began in May 1977 and was completed in August 1977. The methodology used involved Nominal Group Technique (NGT) interviews with consumers in a major urban centre in each of the five regions of Canada. The interviews in each city were equally divided between men and women, and between upper and lower income neighbourhoods.

Phase II of the research focused primarily on the trade-offs associated with prepurchase information search and processing (objective 2). The data collection for this phase, which involved extensive use of conjoint measurement, began in October 1977 and was completed by November 1977. Data were also gathered concerning consumer perceptions of possible solutions to the problems identified in Phase I. The respondents participating in Phase II were essentially the same as those of Phase II.

Phase III of the study conducted during the period February - March 1977, involved the collection of two types of data. The first type was that concerning consumer evaluations of the desirability of a range of previously suggested actions, policies or programs to help consumers overcome prepurchase information search and processing problems (objective 3). The second type of data gathered was a replication of certain of the conjoint measures employed in Phase II, thus permitting an assessment of measurement reliability/stability (objective 4). Again, respondents for Phase III were generally the same as those participating in Phases I and II.

Phase IV of the research, which is not included in this report, will represent an effort to obtain maximum impact from the findings of the study. Once data from consumers had been analyzed and the major conclusions identified, a methodology was developed which was designed to identify and evaluate the implications of these conclusions. This methodology, termed implications analysis, will involve presenting government officials and private sector managers with the research findings within the framework of a systematic procedure designed to determine (1) what the findings imply with respect to the responsibilities of specific organizations towards consumers, and (2) how these responsibilities can best be met.

Selection of Participants (Phases I, II, III)

Participants in the study were obtained through contact with the local headquarters of the Boy Scouts of Canada in each of five cities across Canada. Five cities (Vancouver, Regina, Ottawa, Quebec City, Halifax) were chosen in order to obtain inputs from each of the major geographic regions of the country. Within each city two local Boy Scout representatives were asked to provide a total of approximately 60 participants. One contact was made in a section of the city that was judged to be predominantly upper middle income (or white collar) while the other contact was made in a predominantly lower income (or blue collar) section. Each contact was requested to provide one consumer group of approximately 15 men and a second group of approximately 15 women. Thus, for all five cities the initial goal was to have 300 (5 x 60) respondents for each of the empirical phases of the research. The goal was set with a view to ensuring a minimum of 200 participants per phase.

It was desired that the same individuals participate in all three phases of the study. Participation by a reasonable percentage of subjects in all three phases was desirable from the standpoint of continuity and essential to the attainment of objective 4 which concerned the stability of the measures employed. To encourage this participation, a contribution of $5 per participant per phase was made to the local Boy Scout troop of the area from which participants were drawn.

PHASE I

PROBLEM IDENTIFICATION
METHODOLOGY AND RESULTS

METHODOLOGY - PHASE I

OBJECTIVES

The objectives of Phase I of the study were:

1) to identify consumers' perceptions as to major problems with respect to prepurchase information search and processing
2) to establish consumer views as to the relative importance of these problems
3) to identify differences in the nature and importance these problems across:
    a) product/service categories;
    b) consumer income groups;
    c) geographical regional groupings.

DATA COLLECTED

Data collection for Phase I was carried out between May and August 1977. Following pretesting of the data collection procedures and instruments, four group sessions were held in each of five cities as follows:

- two sessions were held in upper middle class neighbourhoods; two sessions were held in lower middle class neighbourhoods;
- in each neighbourhood, one session involved men and the other women,
- the sessions with male participants considered consumer shopping problems with respect to
    - automobile repair services
    - home repair and renovation services
    - furniture and appliances

- the sessions with female participants considered consumer shopping problems with respect toô
    - grocery products
    - clothing and footwear
    - furniture and appliances

The total interview session lasted from 2.5-3 hours and was composed of three major elements:

- Nominal Group Technique (NGT) sessions involving each of three different products/services
- administration of structured questionnaires concerning;
  - shopping problems for the same products/services considered in the NGT sessions
  - measures comparing the seriousness of shopping problems across a range of products/services
  - opinions with respect to some suggestions for government actions to overcome consumer shopping problems
  - demographic characteristics of respondents
- identification of existing solutions (actions, policies and programs) which consumers currently find helpful as shopping aids and solicitation of suggestions concerning new or additional forms of help.

The NGT sessions, which were conducted in accordance with the approach summarized in Figure 1.1, were designed to achieve two goals. First, they sought to identify the major prepurchase information search and processing problems of consumers with respect to each of the five product/service categories. Second, they sought to establish the relative importance of the different problems suggested by the participants in each session.

The structured questionnaire employed in Phase I is contained in Annex A. This questionnaire was administered following the NGT sessions and required approximately 20 minutes to complete.

The discussion of solutions to consumer shopping problems was broken down into two components. First, participants were asked to identify those actions, policies or programs which currently existed and which they found helped them in their shopping or which, in their opinion, made them a more effective or efficient consumer. As these ideas were suggested by participants, they were listed on large sheets of paper visible to all participants. However, no evaluation of the ideas was requested in the earlier NGT sessions. Subsequently, participants were asked to suggest new actions, policies or programs which they felt might prove useful in assisting consumers to overcome various shopping problems they faced.

Figure 1.1

THE NOMINAL GROUP TECHNIQUE (NGT) - AN OVERVIEW

Philosophy of NGT

The Nominal Group Technique is essentially a group interview technique which attempts to obtain the benefits of creativity and stimulation derived from a group setting while maintaining the participant's right to form individual options to express their final positions individually and anonymously. The technique resembles that of "Brainstorming" to the extent that the creati ocess (idea generation) is separated from the evaluative process (rating of idea importance). NGT is, however, more structured and task oriented than brainstorming since it seeks to establish quantifiable priorities for action based on the inputs of participants.

NGT can also be contrasted and compared with the Delphi technique. NGT bears similarities to the Delphi method in that it attempts to derive a group opinion. However, in contrast to Delphi, NGT normally does not go through a series of iterations in order to encourage the establishment of an ovverall consensus on the part of participants. In addition, NGT tends to be most appropriate for the study of well defined, short term, familiar problems as opposed to the broader, more complex, long term issues usually associated with the Delphi technique.

The NGT Process

The NGT procedure is normally implemented in a series of six stages. Participants are first presented by the session moderator with an initial statement of the topic area to be discussed. For example, top management of a corporation might be asked to indicate what directions future diversification should take. Once it is clear that participants understand the issue to be dealt with, all further discussion is halted.

Participants are then directed to reflect individually with respect to the topic area and to record their personal responses on a worksheet containing a written statement of the issue being addressed. This period of individual reflection and recording of responses normally lasts between 5 to 20 minutes depending on the complexity of the topic under discussion.

The group moderator subsequently proceeds to ask a participant chosen at random to state one of the responses which he has arrived at individually. This response is written in a concise yet complete manner on a large flip-chart which can be easily read by all group members. At this point, the participant is allowed to explain his response only briefly, so that its meaning is clear to other participants. This process is repeated in a round-robin fashion until all participants have had a chance to express a response. Second and third rounds may follow depending on the number of ideas identified by members. It should be noted that participants are allowed, and even encouraged to express additional ideas which have been stimulated by the remarks of others.

The next stage represents a consolidation and review of the ideas expressed during stage 3. At the point the moderator reviews the responses recorded on the flip-chart sheets in order to eliminate possible duplications which have gone undetected and to ensure that all suggestions are clearly understood by participants. Each suggestion is then assigned an identifier code, such as a letter of the alphabet.

Participants are subsequently requested to undertake a procedure designed to establish the relative importance which should be accorded to each of the suggestions. This importance may reflect, for example, the desirability of a given area for future diversification of the corporation. While various approaches may be employed to establish suggestion importance, a commonly used method is to instruct each individual to first select a certain number of suggestions (for example 8) which he considers to be most important. Each of these suggestions is written on a single card along with the alphabetic identifier. Finally, participants are asked to rank order the eight (8) suggestions they have retaind in terms of their relative order of importance.

The final stage is normally the compilation of the results in which the individual judgments of participants are used to provide a measure of the overall level of importance which the group members feel should be accorded to the different ideas which have been proposed. As per the Delphi technique, these results may be presented to participants and a second round of ranking undertake to permit individuals to adjust their judgments in the light of the results obtained from the earlier evaluations. However, this round is not essential unless the initial judgments were highly variable and of a reasonable level of group concensus is required. This most often occurs in the case of planning situations such as the example of corporate diversification where a limited number of courses of action must be selected.

To summarize, the NGT process is a systematic approach designed to provide two specific types of output. First, it provides a list of ideas relevant to the topic in question which have been generated first by the individual and subsequently by the group as a whole. Second, the technique provides quantified individual and group measures of the relative desirability of each of the ideas raised in the session.

RESULTS - PHASE I

THE SAMPLE

A total of 224 individuals participated in Phase II of the research. The manner in which these participants were distributed across the cities in the study, socio-economic levels and category of sex is given in Table 1.1. As shown, a total of 128 women and 96 men took part in this phase of the research, suggesting that women were somewhat more willing than were men to devote their time to this activity.

Th ographic characteristics of the total sample are summarized in Table 1.2. The "average" woman in the sample was 30-40 years old, married, a housewife, had at least a high school diploma and probably some college or university education, had a family income of approximately $20,000 and had 2.4 children. The "average" man in the sample was approximately 40 years old, married, worked in a managerial capacity, had some college or university education, had a family income of approximately $25,000 and had 2.2 children. Care should be taken, however, in using these averages to characterize respondents. It will be recalled that the original objective was to obtain a bimodal distribution reflecting the characteristics of different income levels. As such, the average figures shown in Table 1.2 are of general interest only.

THE NGT PROCESS: A MODEL FOR DATA ANALYSIS

As per the general discussion of NGT (Delberg et al., 1975) presented in Figure 1.1, the discussion of problems for each product/service category was initiated by providing participants with a worksheet stating the issue to be addressed. Using this sheet as a guide, each participant spent 10 to 15 minutes identifying the shopping problems that he/she had personally encountered with respect to the product/service category being considered.

These problems were then elicited from participants on a round-robin basis and written in order of presentation on sheets of a flip-chart. Completed flip-chart sheets were posted as to be easily visible to participants. Once all major ideas had been exhausted, all problems were labelled with an alphabetic identifier and group members were asked to select from the complete list the eight problems which they considered most serious. Each participant wrote his eight problems on 3 by 5 cards. They were then instructed to sort these eight problem cards from most to least serious.

As a result of this process, each NGT session provided two forms of raw data:

- a list of all problems identified by the group. On average, this represented 17 problems per session
- each participant's rank order of importance for the eight problems he/she considered the most serious

The number of problems mentioned in NGT sessions classified by product/service, city and social class is presented in Table 1.3. An examination of this table reveals that more problems were suggested in higher income areas than in lower income are This finding appeared to result from two principal factors. First, a greater number of participants were obtained from higher income areas, thus giving rise to a greater range of experience in shopping. Second, higher income consumers demonstrated a tendency to express a greater number and a wider range of problems than did lower income consumers.

It will also be noted from Table 1.3 that the fact that groceries elicited the greatest number of problems (227), while furniture and appliances drew the fewest problem statements, was not necessarily a good indicator of the relative seriousness of shopping difficulties encountered by consumers across different product/service categories.

Analysis of NGT Data - A General Model

As might be anticipated, the statement of problems from different sessions were not directly comparable in their raw state since the same issues were not necessarily raised in all NGT sessions, or were not put forward with exactly the same wording. As a result, there existed a need to simplify the structure of the many qualitative statements into a more easily understood, quantified form which would permit comparison across NGT sessions of the relative importance of the various problem areas. Since this particular data analysis problem was not present in prior planning applications of the NGT approach that employed only a single NGT group, it was necessary to develop a standardized method of analysis which allowed the technique to be extended to multiple NGT session situations. The method developed consisted of four basic analytical steps:

- categorization of initial problem statements into problem themes
- calculation of a score or index reflecting the importance of each problem theme
- ranking of problem themes according to their importance index

- regrouping or problem themes to form major problem dimensions

Identifying Problem Themes: The purpose of the first step was to look for themes that were common across NGT sessions. The procedure used was to prepare individual cards for each statement. All statements (from all sessions) were then allocated by judges to different problem categories. Each problem category, or *problem theme*, involved statements containing *essentially the same words or ideas*. As will be shown in the following sections, the number of themes established varied with [illegible] type of product/service in question. Specifically, the number of themes judged necessary were: automobile repair services, 24; home repair/renovation services, 22; grocery products, 45; clothing/footwear, 32; and furniture/appliances, 24.

Index of Theme Importance: Step two involved the calculation of an index of theme importance. The index employed was designed to reflect two different measures of importance, namely, the *frequency* with which a problem was mentioned and the *priority* accorded to it when it was: mentioned. Thus, a theme which had been identified in most sessions and which had been ranked highly by most participants would receive a high index score; one mentioned frequently but considered less important, or mentioned less frequently but judged important by certain participants, would receive an intermediate index score; and finally a theme mentioned infrequently and accorded little importance would receive a low index score.

The actual scoring system employed in the present research involved assigning a score to each problem statement retained by an individual as one of the eight most important items. The actual score assigned depended on its importance accorded by a participant. Statements rated highest in importance received a score of 8, items second in importance received a score of 7, and so on. The ratings were then compiled across all participants so as to provide a summary distribution of results. An example is given in Table 1.4. This distribution of scores was then utilized to calculate an index of theme importance. The method employed treated the rank order data as interval scores so as to permit the calculation of a mean score for each theme in which each score (including 0) was weighted by its frequency of occurrence. In the example provided in Table 1.4, the calculated index of theme importance was 4.33.

Ranking Themes and Identifying Problem Dimensions: The index of theme importance was used to *rank the different problem themes* within a product/service category in terms of their approximate order of importance. For many studies, this ranking of themes may represent sufficient analysis since it provides the researcher with a quantitative measure of the importance of the various ideas expressed during the NGT sessions. In the present study, it was desired to further aggregate the problem themes so as to identify what were termed major problem dimensions or attributes. These dimensions were subsequently employed as the basis for analyzing consumer retail service trade-offs via conjoint measurement (Green and Wind, 1973).

While aggregation of themes is useful in certain instances, should be stressed that it results in a much simplified version of the original data and provides less understanding of the original problem statements as expressed by participants. As such, aggregation of themes into dimensions should not be done with a view to subsequently forgetting their existence since it is at the theme level that the greatest insight into the understanding of consumers appears to be gained.

It is also useful to note the difference between identifying themes and identifying dimensions. The purpose in the former is to aggregate across NGT sessions statements that express essentially the same idea, a process conceptually similar to content analysis (Holst 1969; Kassarjian 1977). On the other hand, identification of dimensions is done with a view to providing a structure or framework of themes, a process similar to taxonomic analysis (Sneath and Sokal, 1973).

NGT RESULTS - MAJOR PROBLEMS AND THEIR RELATIVE IMPORTANCE

Clothing and Footwear: (Women)

The number of clothing problem statements elicited from each group ranged from a low of 13 (lower Regina and Vancouver) to a high of 27 (upper Quebec). A total of 190 problems were classified into 32 specific clothing shopping problem themes (see Appendix 1). The rank order of importance of these themes is given in Table 1.5.1. These ranks were established using the Index of Theme Importance described above.

The five most serious clothing problem themes identified in the ten NGT sessions were:

1) Poor quality materials and workmanship;
2) sizes not standard;
3) price of clothes too high;

4) fabrics that do not live up to claims;
5) price of children's clothes is too high.

Both income groups in every city echoed "poor quality materials and workmanship." It is interesting to note the problem "sizes not standard" included children's clothes. Thus, even after years of Canada standard sizing, "this is still a problem to consumers. The price of clothes was a major problem with both adults and children's clothing.

The 32 problem themes for clothing were subsequently classified into three major categories according to the origin of the proble. .hese categories were identified as:

A - Manufacturer related problems
B - Retail store related problems
C - Problems arising from general market conditions

The results of this categorization are given in Table 1.5.2. From this table it appeared that the majority and the most significant problems lie with the clothing manufacturer. The problem of tax regulations on children's clothes (number seven) varied from province to province as this tax is a provincial matter. For example, in Alberta and Nova Scotia no tax exists on clothing. In Ontario, clothing tax goes by the size and in British Columbia, clothing tax goes by the age of the child.

Groceries: (Women)

The number of grocery shopping problem statements elicited from each group ranged from 13 (lower Halifax) to 33 (upper Vancouver). A total of 227 problems were regrouped to form 45 grocery shopping problem themes. (Appendix 2). The rank order of importance of these themes is listed in Table 1.6.1. These ranks were established using the Index of Theme Importance described earlier.

The five most serious grocery problem themes identified in the ten NGT sessions were:

1) The high price of groceries;
2) poor quality meat and produce;
3) lack of unit pricing;
4) poor package design;
5) stores selling previously frozen goods.

As in the case of clothing the 45 problem themes for groceries were also classified into three major categories according the origin of the problem. These categories were identified as:

A - Manufacturer related problems
B - Retail store related problems
C - General market related problems

The results of this categorization is reflected in Table 1.6.2. As can be seen, the majority of grocery problems appeared to stem from the retailer, although several of the most important problems were attributed to general market conditions. It is interesting to note the most important problems in groceries are similar to the most important problems in clothing, namely price and quality.

Furniture/Appliances: (Men and Women)

A total of 149 problem statements were elicited from the men and then classified into shopping problem themes (Appendix 3). As well, 138 problem statements from the women were classified into 22 shopping problem themes (Appendix 4). In general similar problems were cited by men and women. The exceptions were that only men identified the following: inadequate sales staff; need to replace whole units when only a small part is needed;complex products which make servicing difficult; and difficult to know when an item is going on sale. Only women identified the following: no in-store comparative demonstrations; and high cost of furniture.

The rank order of importance for these furniture and appliance problems is listed in Table 1.7.1 for men and Table 1.7.2 for women. Both men and women ranked the following problems as being important:

Rank		
Men	Women	
1	6	Difficult to judge quality;
2	5	Ignorant sales staff;
3	1	Poor quality workmanship and materials;
6	2	High cost/unavailable parts makes repair unreasonable.

As in the previous cases, furniture and appliance problem themes were regrouped into three categories: A) Manufacturer related problems; B) Retail related problems;and C) General market related problems. The results of this classification process are contained in Table 2.7.3. In reviewing this table, it appeared that the major concerns involved the manufacturer in terms of workmanship and the retailer in terms of inadequate or incompetent sales staff.

Auto Repairs: (Men)

The number of auto repair servicing problem statements elicited from each group ranged from 9 (lower Regina) to 23 (upper Vancouver) with an average of 17 statements from each NGT group. Altogether 170 problem statements were classified to form 24 specific problem themes (Appendix 5). The rank order of importance of these auto servicing problem themes is listed in Table 1.8.ʾ he five most serious auto repair problem themes were:

1) Garage owner lacks integrity;
2) Locating a reputable firm is difficult;
3) Incompetence of mechanics;
4) Time charged for more than time worked;
5) Cost of repair too high.

The general feelings of the groups were that they had often been 'taken' in getting their car repaired.

The 24 different auto servicing problem themes were subsequently regrouped into six major categories. These categories were identified as:

A - General lack of integrity on part of garage owner (operator)
B - Lack of competent mechanics
C - Failure to honour appointments and estimates
D - Lack of concern for customers
E - Inadequate warranties and guarantees
F - Poor product design

The results of this categorization is given in Table 1.8.2. A review of this classification revealed that in contrast to the three previous product categories, most of the problem categories (A to E) were directly related to the performance of the retail outlet (that is the garage owner/operator). Only one (F - Poor Product Design) involved the manufacturer.

Home Repairs

The number of home repair/renovation problem statements per group ranged from 9 (lower Regina) to 21 (upper Quebec). A total of 146 responses were classified to form 22 specific problem themes (Appendix 6). A few men in the study did not own their own home but rather lived in rented accommodation and as a result chose not to contribute or rank problems. The rank order of importance of home repair problems is listed in Table 1.9.1. The top five home repair problems were:

1) Incompetent contractors;
2) Contractor lacks integrity;
3) Failure to respect promised dates;
4) Locating and judging competent contractor;
5) Wide range of quoted prices.

It [illegible] be noted that these top problems were very similar in nature to the auto repair problems.

As in the previous cases, the 22 problem themes were regrouped into major problem categories. In this instance, five such categories were identified. These included:

A - Integrity of contractors
B - Incompetent contractors
C - Unconcerned contractors
D - Inadequate guarantees
E - General industry problems

The problem themes falling into each of these categories are shown in Table 1.9.2.

RESULTS FROM STRUCTURED QUESTIONNAIRE

PART 1 - SHOPPING PROBLEMS

Following the NGT, participants completed the structured questionnaire contained in Annex A. Part 1 of this questionnaire asked participants to rate the importance of a series of 10-14 potential shopping problems related to each of the same three product/service categories examined by each group in the previous NGT sessions. Three steps were involved in developed the list of potential problems for each product/service category contained in the questionnaire. First, a preliminary list of problems was identified by analyzing the complaint files of both a national consumer association and a federal government consumer affairs department. Second, this preliminary list was reviewed by experts of the consumer association and the consumer affairs department in order to evaluate its completeness and relevance. Finally, the resulting questionnaire was pilot tested with a sample of consumers. The seventy of each of the pre-formulated problem types as measured on a six point scale across all participants is summarized in Tables 1.10.1 to 1.10.5 for each of the five product/service categories.

Table 1.11 attempts to provide a synthesized overview of the relative severity of different problem types across all products/services examined in the study. Based on the average score across all participants, it has been possible to provide some insights into the relative severity of all the problem types included in the structured questionnaire. Using these scores, the problem types have been arbitrarily accorded three levels of severity; high, moderate and low. Those problem types classified as high in terms of degree of severity were:

- Comparing/judging quality
- Judging safety/health hazards
- Finding information
- Knowing good value
- Confusing/misleading claims by manufacturers
- Confusing/misleading claims by sales personnel

A review of these most severe problem areas reveals that these problems concern issues of uncertainty (judgments/comparisons/value) and difficulties concerning the availability and trustworthiness of information to reduce that uncertainty.

Another seven problem types were classified as being of moderate severity. These were:

- Judging nutritional value of foods
- Confusing/misleading information on labels
- Confusing/misleading claims in retail advertising
- Difficulties in understanding guarantees/warranties/grades/seals of approval.
- Getting satisfactory attention to complaints after purchase
- Knowing product features to look for
- Choosing among many brands/services

These problem types appear to fall into three broad categories. The first three represent additional facets of the judgment/information type problems discussed above. The following two problem types involve post purchase issues. The latter two problem types may be categorized as being due to information overload; that is, confusion derived from too much choice.

Finally, two problems were classified as being of low importance. These were:

- Knowing at which retail outlet to shop
- Obtaining credit

While the above classification scheme does provide an overall indication as to what types of problems were judged most severe by participants across all product/service categories, care should be taken in placing too much reliance on the average scores. This warning is particularly relevant when the problem type does not apply to all products/services, or when there is high variability in the scores across products/services. For example, "Getting attention to complaints" (rated moderate overall) was a high severity problem for services but relatively low for products. Consequently, persons wishing to use the above results for decision-making are advised to focus their attention on data concerning a specific product or service.

PART 2 - CONPARATIVE SERIOUSNESS OF SHOPPING PROBLEMS ACROSS PRODUCT/SERVICE CATEGORIES

Both men and women rated the overall degree of shopping difficulty encountered across major categories of products and services. These categories were selected from among those employed by the Consumer's Association of Canada for classifying consumer complaints. The resulting rank order of shopping difficulty is listed in Table 1.12.

Consumers who did not have any previous shopping experience in a product/service category did not rank order the level of difficulty for that category. Therefore, only consumers who had previous shopping experience expressed their degree of difficulty in shopping for that product or service.

The top five problem categories were very similar for men and women. Both men and women perceived auto repairs, home repairs, auto purchase and furniture/appliance purchase to be the major areas of shopping difficultly. Women ranked clothing and footwear fourth while men ranked it thirteenth. Men ranked shopping for life insurance third most difficult while women ranked it ninth. The difference in ranking is possibly due to the involvement of women in making clothing purchase decisions and men in making life insurance purchase decisions.

Both men and women ranked personal care items as causing least shopping difficulty. Maybe more surprising is that financial services were ranked next to least difficult. Perhaps all banks are perceived to be similar and hence negate the necessity to shop for financial services. Shopping for groceries was not seen as particularly difficult by either men (ranked nineteenth) or women (ranked twelfth). As grocery shopping is a weekly activity perhaps familiarity makes the task easier.

PART 3 - OPINONS ABOUT GOVERNMENT PROGRAMS

Both men and women were asked the same series of questions concerning the role of government in general and the desirability of a series of forms of government action to aid consumers. The results of these evaluations are summarized in Table 1.13. As seen, both men and women felt positively toward government involvement. In particular, there was general receptiveness to increased government activity to aid consumers.

It should be stressed at this point that the list of possible government actions evaluated by participants in Phase II represented an effort to obtain preliminary measures concerning several actions suggested by a previous study carried out by the Marketing Science Institute (1977). A more comprehensive list of possible forms of actions or programs suggested by participants themselves are discussed in later sections of this report.

IDENTIFICATION OF DIFFERENCES ACROSS CONSUMER SEGMENTS

A review of the objectives of the research presented at the beginning of this chapter will reveal that, in addition to examining shopping problems at an overall level, it was desired to compare the nature and importance of these problems across three major variables. The previous sections have examined differences across product/service categories. In the following sections attention is focused on differences across consumer segments defined by type of neighbourhood (a surrogate for income) and geographic region of Canada.

COMPARISONS OF SERIOUSNESS OF SHOPPING PROBLEMS USING NGT DATA

As a first step in this analysis, a comparison was made of the priorities accorded by participants from different cities to the shopping problems associated with the purchase of furniture and appliances. The results of this comparison for the most serious problem areas, as perceived by men and by women, are given in Table 1.14. At a first glance the average priority (as measured by the index discussed above) appears to vary substantially across participants from the five cities. While these observed differences may indeed be real, it is possible that they are not reliable due to the small sample sizes that result when splitting the sample by region. This situation, combined with the fact that respondents only retained and ranked eight problems per product/service category, meant that only the most serious problems were evaluated by a substantial number of participants in each city. Thus, while the aggregate results across the entire sample were judged highly reliable, it was felt prudent to avoid inter-regional comparisons because of too small sample sizes. For this reason, additional comparisons based on NGT data are not presented here.

The foregoing situation reflected what probably constitutes the major weakness of NGT as a data collection method, for which basically there exists two solutions. First, substantially larger numbers of group sessions could be conducted in each region in order to provide the necessary sample sizes. The costs involved in this approach would be prohibitive. As a second alternative, participants could be asked to rank all the problems identified by their group. This approach has two drawbacks. Since all groups do not identify the same problems, the ranking of all problems would only be a partial, although probably satisfactory, solution. More important, the additional time and effort required of participants would, in our opinion, be unacceptable.

COMPARISONS OF SERIOUSNESS OF SHOPPING PROBLEMS USING DATA FROM STRUCTURED QUESTIONNAIRE

Specific Problems Related to Clothing/Groceries/Furniture/Auto Repair/Home Repair

The results of the analysis designed to compare the seriousness of specific shopping problems across income levels and geographic regions using the structured questionnaire data are summarized in Table 1.15. These results pertain to the five major product/service categories examined in the study. Of the 180 relationships contained in the table, a total of 41 revealed statistically significant differences across consumer segments.

Differences Across Income Groups: While only 13 of the 90 relationships examined in this analysis revealed significant differences across groups, these differences appeared meaningful. An examination of the differences by problem type showed that understanding warranties, guarantees and grades and getting satisfactory attention to complaints were the two areas where upper and lower income neighbourhood participants differed most frequently in judgments concerning the seriousness of the problem. Confusing or misleading advertising claims was a third problem area where upper and lower income neighbourhood participants differed significantly in their evaluations.

More important than the details of these findings, particularly for policy purposes, was the overall trend which emerged from a review of the significant differences across income groups. Without exception, all of the significant differences identified through the analysis showed that lower income neighbourhood participants found the problems to be more serious than did upper income neighbourhood participants.

Differences Across Geographic Regions: In general, differences in its seriousness of shopping problems across the various regions of Canada were not major ones. Despite this general conclusion there were some minor differences for specific product problems. For men there was a tendency for participants in Ottawa and Quebec City to rate the problems as more serious whereas in Halifax and Regina these ratings were somewhat lower. In the case of women participants, residents of Ottawa generally rated the problems as more serious while these in Regina assigned lower ratings than others in the sample.

Difficulty in Shopping for Various Product/Service Categories

As indicated in Table 1.16 there were almost no differences across income levels in terms of the relative difficulty perceived by participants in shopping for the 24 product/service categories included in the study. This finding means that residents of both higher and lower income neighbourhoods are an overall agreement concerning how difficult it is to shop for various types of products and services.

Similarly, for the men interviewed, there were almost no differences in the ratings of shopping difficulty for the 24 product/service categories from city to city; that is, men from different geographic regions generally agreed upon the seriousness of the difficulty in shopping for each product/service. In contrast, the ratings of women displayed significant differences for approximately one-half of the 24 product/services. The general pattern of these differences was that Halifax women rated the products/services as being somewhat less difficult to shop for: To a lesser extent Ottawa women viewed shopping for the products/services studied as more difficult.

EXISTING ACTIONS WHICH CONSUMERS FIND HELPFUL AS AIDS TO SHOPPING

In an attempt to focus participants' thinking on possible means of overcoming the most serious shopping problems they faced, group members were first requested to identify those factors or actions presently available in the marketplace which they found most helpful. These responses were found to fall into five broad categories:

- consumer actions
- retailer actions
- industry/manufacturer actions
- media actions
- government actions

Table 1.17 provides a summary of the specific actions cited by participants as well as their frequency of mention across the 20 sessions. While only tentative, the findings given in Table 1.17 are nonetheless indicative as to the usefulness which consumers attach to current efforts to facilitate their shopping effectiveness.

NEW ACTIONS SUGGESTED BY CONSUMERS AS AIDS TO SHOPPING

Subsequent to the listing of existing actions which consumers find helpful, participants were asked to indicate any "new" types of actions that in their opinion would further minimize serious shopping problems. The results of this process (classified according to the same categories as existing actions) are given in Table 1.18. It will be noted that some overlap exists between the list of existing actions which consumers find helpful (Table 1.17) and "new" actions suggested by participants. This overlap is primarily due to the fact that some actions did not exist in certain regions (e.g., Parcost in Ontario only) or that consumers were simply unaware of the existence of certain actions.

An examination of the nature of the suggestions in Table 1.18 quick ly reveals extensive variation in their scope. Certain suggestions are quite general while others are highly specific with respect to either the product or the region. Again readers are cautioned that the information in Table 1.18 should be regarded as suggestive rather than definitive given the exploratory nature of this part of the study. Despite this remark, it is interesting to note the number of suggestions classified as being the responsibility of government (52) compared with those in other categories, particularly those to be undertaken by consumers themselves, (5).

MAJOR CONCLUSIONS OF PHASE I

The foregoing discussion and the accompanying tables have provided a detailed review of the findings of Phase I of the study. While the detail provided is of substantial interest to researchers, it tends to obscure those elements of the results which are of primary interest to managers responsible for acting upon them. Consequently, the goal of this section (and the corresponding sections in following chapters) is to present the key findings of Phase I as perceived by the researchers. Since the choice of those findings judged important is to some extent subjective, certain readers may wish to review the detailed findings andform their own opinion.

1. MOST SERIOUS PROBLEM AREAS BY PRODUCT/SERVICE CATEGORY

(a) Among the five product/service categories evaluated in this study, Automobile Repair Services clearly represents the area where the most serious problems are faced by consumers. This conclusion is based on both the qualitative nature of the comments obtained during NGT sessions and the quantitative ratings of shopping difficulty across product/service categories measured via the structured questionnaire (Table 1.12).

(b) Home Repair and Renovation Services also represent a serious problem area for those consumers affected by them. However, since a substantial number of consumers in the sample (new home owners, apartment dwellers, etc.) had little or no reason to require such services, the information gained in this area is based on a relatively small number of persons and may be incomplete. Given the seriousness of the problem for those to whom it applies, it would be desirable to examine this area in greater depth in subsequent research.

(c) The categories of Clothing/Footwear and Furniture/Appliances were also judged to present serious shopping problems for consumers (see Table

1.12) based on the quantitative rating scale. However, based on the qualitative nature of comments made by participants within the NGT sessions, it is our opinion that while these problems are indeed serious and need to be addressed, they did not elicit the same degree of emotion or exasperation as did automobile repair services.

(d) Despite its importance as a percentage of the family budget, the product category Groceries was not considered by participants to pose shopping problems as serious as those in the other four categories. This finding would appear to result from at least two factors. First, the frequency with which grocery products are purchased has provided consumers with substantial experience in dealing with the most serious problems. Unfortunately, they have relatively little ability to overcome the most frequently cited "problem" related to groceries; namely, high prices. Second, while much remains to be done, there nevertheless appears to have been much progress in dealing with the problems in this product category over the last few years, particularly - the area of labelling and unit pricing.

2. MOST SERIOUS PROBLEM AREAS BY TYPE AND ORIGIN

(a) Price and poor product quality were consistently rated by participants as the major problems they faced in the purchase of clothing/footwear, furniture/appliances and groceries. Some caution should, however, be exercised in interpreting and using these conclusions. To some extent, the high ratings accorded to these problems probably reflects their generalized nature as well as their widespread existence. Stated somewhat different definitions of product faults across respondents, all of which get categorized as poor quality. In contrast, other problem areas (need to replace whole units), while they are serious, may be less general in nature and thus not affect as many persons with the result being a lower rating in terms of importance. In brief, this implies that for anyone seriously considering the formulation of policies, programs or other actions to reduce consumer problems in a specific product category, it is essential that they review in detail the nature and importance of all the problems identified in this study, of particular interest are the problems as they are stated - the raw NGT data found - the various Appendices.

(b) For the three product categories (clothing/footwear, furniture/appliances and groceries), those problems attributed to the retailer present an interesting situation, particularly in light of the feelings expressed in the group sessions. While manufacturer related problems (in particular, product quality) were recognized as serious ones, consumers seemed less frustrated by them because of their concrete, specific nature. In contrast, retail related problems consistently aroused considerable emotion when discussed. Participants were highly vocal in particular in criticizing the incompetence and ignorance of retail sales staff and their inability or lack of desire to advise and facilitate the purchase decision process.

(c) For the two service categories (home renovation/ repair, automobile repairs), two major problem categories, lack of Integrity and Low Competence, clearly appeared to be the most serious. This was particularly evident in the case of automobile repair services about which more will be said in the following chapter.

3. DIFFERENCES ACROSS INCOME AND GEOGRAPHIC SEGMENTS

Some differences were noted across income, and across geographic segments. In terms of income the respondents in the sample came from the "middle" of the Canadian income distribution. In other words sampling procedures did not attempt to contact the very rich or very poor. However, within this large, middle section of the population the respondents were selected from "upper middle" and "lower middle" income neighbourhoods. Comparison of shopping problems between these two types of neighbourhoods indicated that "lower middle" respondents considered shopping problems to be more severe.

The differences noted when comparing respondents from five geographic regions were less consistent than the income differences. There appeared to be a tendency for Ottawa respondents to rate problems higher than lower. However, these differences wer enot great. Of more importance is the recognition that the data collection procedure, NGT' allowed respondents to raise whatever problems they considered important, and yet the same general problems were raised in all five regions.

4. OPINIONS ABOUT GOVERNMENT CONSUMER PROTECTION PROGRAMS

Despite individual remarks made during NGT sessions concerning the fact that government should stay out of the marketplace, consumers were in high agreement with statements favoring increased government support to help consumers (Table 1-13). This despite the fact that the statements in this regard are intentionally phrased so as to place government intervention in a somewhat negative light. The specific types of government action most favored by this preliminary poll of participants as means of overcoming consumer shopping problems were:

(a) government funded complaint bureaus
(b) independent national testing centre
(c) increased budgets for enforcing existing consumer protection legislation
(d) government sponsored consumer education programs for high school students

It is also interesting to note that consumers were not nearly as antagonistic towards advertising as might be anticipated. Both at the level of qualitative comments or NGT sessions and in specific questions relating the need for additional regulation of advertising, consumers tended to believe that other forms of action should be accorded greater priority in government policies and programs.

5. EXISTING AND NEW ACTIONS TO AID CONSUMERS

Consumers were at no loss to identify either existing actions which feel would further assist them. A review of the data in Tables 1.17 and 1.18 demonstrates the range of ideas expressed. However, since no attempt was made either to rate the desirabiôity of the alternatives suggested or to assess their feasibility, substantial follow-up work needs to be done in this area if the results are to be operationally useful for policy formulation. Some of the necessary follow-up was carried out within Phases II and III of the present study. The findings of this follow-up and a discussion of research that still remains to be done are presented in the following chapters.

TABLE 1.1

CLASSIFICATION OF INTERVIEW SESSIONS/PARTICIPANTS BY CITY, SOCIO-ECONOMIC LEVELS, AND SEX

(n = 24)

	SEX AND NEIGHBOURHOOD			
	MALE (n = 96)		FEMALE (n = 128)	
CITY	UPPER MIDDLE (n=65)	LOWER MIDDLE (n=31)	UPPER MIDDLE (n=75)	LOWER MIDDLE (n=53)
	PRODUCT/SERVICE STUDIED		PRODUCT/SERVICE STUDIED	
VANCOUVER Male = 18 Female = 28				
REGINA Male = 21 Female = 22	. Auto Repair Services . Home Repair Services . Furniture/Appliance		. Grocery Products . Clothing/Footwear . Furniture/Appliance	
OTTAWA Male = 18 Female = 25				
QUEBEC Male = 22 Female = 30				
HALIFAX Male = 17 Female = 23				

TABLE 1.2

DEMOGRAPHIC CHARACTERISTICS

OCCUPATION	WOMEN	MEN	TOTAL	PERCENTAGE
Managerial	4	37	41	18.3%
White collar	16	25	41	18.3%
Clerical	17	19	36	16.1%
Blue collar	5	12	17	7.6%
Student	2	-	2	1.0%
Housewife	83	-	83	37.1%
Retired	-	3	3	1.3%
Not stated	1	-	1	.5%
	128	96	224	100.0%

INCOME	WOMEN	MEN	TOTAL	PERCENTAGE
No income	1	-	1	-
Under $10,000	10	4	14	6.3%
$10,000-$14,999	23	13	36	16.1%
$15,000-$19,999	19	14	33	14.7%
$20,000-$29,999	37	31	68	30.4%
Over 30,000	31	31	62	27.7%
No answer	7	3	10	4.5%
	128	96	224	100.0%

EDUCATION	WOMEN	MEN	TOTAL	PERCENTAGE
8th grade or less	7	2	9	4.0%
Some or high school	55	30	85	37.9%
Some university or college	50	17	67	29.9%
University degree	12	28	40	17.9%
Post graduate work	4	19	23	10.3%
	128	96	224	100.0%

AGE	WOMEN	MEN	TOTAL	PERCENTAGE
20-29 years	14	8	22	9.8%
30-39 years	53	29	81	36.2%
09 years	41	37	78	34.8%
50-59 years	15	18	33	14.7%
60 and over	5	4	9	4.0%
	128	96	224	100.0%

TABLE 1.2 (cont'd)

MARITAL STATUS	WOMEN	MEN	TOTAL	PERCENTAGE
Married	107	89	196	87.5%
Single	6	4	10	4.5%
Divorced/separated	8	3	11	4.9%
Widow	7	-	7	3.1%
	128	96	224	100.0%
AVERAGE NUMBER OF CHILDREN	2.4	2.2		

TABLE 1.3

NUMBER OF PROBLEMS MENTIONED IN NGT SESSIONS CLASSIFIED BY PRODUCT/SERVICE, CITY AND NEIGHBOURHOOD

PRODUCT/SERVICE		CITY										TOTAL		
		VANCOUVER		REGINA		OTTAWA		QUEBEC		HALIFAX				
		UM	LM	UM	LM	UM	LM	UM	LM	UM	LM	UM	LM	ALL
Auto Repairs	(M)	23	17	21	9	20	17	19	12	17	15	100	70	170
Home Repairs	(M)	17	13	13	9	17	12	21	15	15	14	83	63	146
Grocery Products	(W)	33	20	22	14	29	32	26	14	24	13	134	93	227
Clothing/Footwear	(W)	23	13	17	13	24	15	27	22	19	17	110	80	190
Furniture/Appliances	(M)	10	20	11	9	24	22	20	13	5	15	70	79	149
	(W)	15	10	19	4	20	18	17	12	12	11	83	55	138
TOTAL		121	93	103	58	134	116	130	88	92	85			
GRAND TOTAL		214		161		250		218		177				1020

M = Men (n = 96)

W = Women (n = 128)

UM = Upper Middle

LM = Lower Middle

TABLE 1.4

EXAMPLE OF SCORING SYSTEM TO MEASURE PROBLEM THEME IMPORTANCE FOR A PARTICULAR PRODUCT/SERVICE

Product/Service = Automobile Repair Services (Men)
Theme = Lack of integrity of garage operators

RANK ORDER OF IMPORTANCE (Score)	NO. OF PARTICIPANTS ACCORDING THE RANK	% OF PARTICIPANTS ACCORDING THE RANK	CUMULATIVE % OF PARTICIPANTS ACCORDING THE RANK
0 (not retained)	24	25.0	25.0
1 (least important)	2	2.1	27.1
2	5	5.2	32.3
3	5	5.2	37.5
4	2	2.1	39.6
5	16	16.7	56.3
6	10	10.4	66.7
7	15	15.6	82.3
8 (most important)	17	17.7	100.0
TOTAL	96	100.0	

I_a = 4.33 (Index of Theme Importance)

I_a = Index theme a

r_i = rank values from 0 to 8

n_{ari} = number of participants assigning theme "a" a rank of r_i

n = total # of participants in all groups

m = total # of rank score categories

Where $$I_a = {}^{m}_{i=1}\ \frac{r_i n_{ari}}{N}$$

TABLE 1.5.1
CLOTHING PROBLEM THEMES: NGT

RANK ORDER OF IMPORTANCE	THEME
1	Poor quality materials and workmanship
2	Sizes not standard
3	Price of clothes too high
4	Fabrics that do not live up to claims
5	Price of children's clothes too high
6	Not enough variation/selection of clothes
7	Unsatisfactory tax regulations on children's clothes
8	Not enough information available to the consumer as to care, fabric content, finishes, etc.
9	Poor choice of styles in mature sizes
10	Styles too far ahead of season
11	Lack of sales staff, disinterested in helping consumer
12	No leg lengths in women's pants
13	Manufacturers exploiting fads
14	Products which are advertised but not available
15	Unavailability of sizes...not carried by store
16	Untrained sales staff
17	Materials not appropriate for garment use
18	Lack of non-average sizes
19	Store inconveniences
20	Drastic price reductions after purchase
21	Same item is different price in different store
22	Lack of suitable styles in clothes and shoes for adolescents and children
23	Alterations for women's clothes not included in initial cost
24	Styles change too quickly
25	Pushy sales staff
26	Difficulty in getting refund for non-satisfactory item
27	Difficult to find natural fibre clothing
28	Garments incorrectly labelled as to care, sizing an price
29	Poor sanitary practices of store
30	Inferior quality goods brought in for sales
31	Forced use of credit
32	Too much choice

TABLE 1.5.2

CLASSIFICATION OF PROBLEM THEMES ACCORDING TO ORIGIN

CLOTHING AND FOOTWEAR

CATEGORY A) MANUFACTURER RELATED PROBLEMS

Rank Order of Importance	Theme
1	Poor quality materials and workmanship
2	Sizes not standard
$	Fabrics that do not live up to claims
6	Not enough variation/selection of clothes
8	Not enough information available to the consumer as to care, fabric content, finishes, etc.
9	Poor choice of styles in mature sizes
12	No leg lengths in Women's pants
13	Manufacturers exploiting fads
17	Materials not appropriate for garment use
18	Lack of non-average sizes
22	Lack of suitable styles for children
27	Difficult to find natural fibre clothing
32	Too much choice

CATEGORY B) RETAIL STORE RELATED PROBLEMS

Rank Order of Importance	Theme
10	Styles too far ahead of season
11	Lack of sales staff
15	Size not carried by store
16	Untrained sales staff
19	Store inconveniences
23	Alterations for women's clothes not included
25	Pushy sales staff
26	Difficulty in getting refund for non-satisfactory item
30	Inferior goods brought in for sales

CATEGORY C) ECONOMIC OR MARKET PROBLEMS

Rank Order of Importance	Theme
3	Price of clothes is too high
5	Price of children's clothes is too high
7	Unsatisfactory tax regulations on children's clothes
20	Drastic price reductions after purchase
21	Same item is different price in different store
24	Styles change too quickly
30	Forced use of credit

TABLE 1.6.1

GROCERY PROBLEM THEMES: NGT

RANK ORDER OF IMPORTANCE	THEME
1	High price of groceries
2	Poor quality meat and produce
3	Lack of unit pricing
4	Poor package design/inconvenient to the consumer
5	Stores selling previously frozen goods
6	Differences in prices from store to store
7	Goods not labelled as to contents, grade, quality and origin
8	Not enough open dating/not standard code
9	Meat packaging tricks
10	Overpackaging of items/deceptive
11	Unpriced items/incorrectly priced
12	Out of stock items
13	Local products cheaper elsewhere
14	Long waits at checkouts
15	Retailers are quick to raise prices due to market conditions but are slow to lower them
16	Poor sanitary practices in store
17	More brand names wanted by consumers
18	Overcharging for groceries due to errors
19	Too many sugar foods
20	Misleading advertising in quality cost and promotions
21	Aisle displays
22	Advertised item not available to the consumer
23	Coupons and premiums in products are useless
24	Pre-packaged produce
25	Stores selling thawed foods due to poor refrigeration units
26	Overchoice/too many brands
27	Not enough staff
28	Poor storage by stores/leads to contaminated products
29	Children's junk food at cashier
30	Large size of product not cheaper...sometimes more expensive
31	Marketing boards...lack of competition
32	Advertising and promotional gimmicks directed to children

33 Goods left on shelf past expiry date
34 Poor car order pick up
35 Too many dented cans
36 Supermarket inconveniences
37 Poor attitude of staff towards job and customers
38 Products packaged so consumer must buy more than he wants
39 Difficult to read and understand labels
40 No freezer bags
41 Non grocery items in store
42 Standard items not carried by store
43 Lights which enhance meat
44 Increasing weight of vegetables by watering
45 No customer weigh scales

TABLE 1.6.2

CLASSIFICATIONS OF PROBLEM THEMES ACCORDING TO ORIGIN

GROCERIES

CATEGORY A) MANUFACTURER RELATED PROBLEMS

Rank Order of Importance	Theme
4	Poor package design/inconvenient to the consumer
7	Goods not labelled as to contents, grade, quality and origin
8	Not enough open dating/not standard code
10	Over packaging of items/deceptive
19	Too many sugar foods
22	Coupons/premiums are useless
28	Large sizes, more expensive
31	Advertising and promotional gimmicks directed to children
35	Products packaged so consumer must buy more than he wants
38	Difficult to read and understand labels

CATEGORY B) RETAIL OUTLET RELATED PROBLEMS

Rank Order of Importance	Theme
3	Lack of unit pricing
5	Sotres selling previously frozen products
9	Meat packaging tricks
11	Unpriced/incorrectly priced items
12	Out of stock issues
14	Long waits at checkout
15	Retailers quick to raise prices, slow to lower them
15	Poor sanitary practices
17	More brand names
18	Overcharging for groceries due to errors

20	Misleading advertising in quality cost and promotion
21	Aisle displays
22	Advertised item not available to consumer
23	Prepackaged produce
24	Thawed goods/poor refrigeration units
26	Not enough staff
27	Poor storage by stores
28	Children's junk food at cashier
33	Goods left on shelf past expiry dates
34	Poor car order pick up
35	Too many dented cans
36	Supermarket inconveniences
40	No freezer bags
41	Non-grocery items in store
42	Standard items not carried by store
43	Lights which enhance meat
44	Increasing weight of vegetables by watering
45	No customer weigh scales

CATEGORY C) GENERAL MARKET PROBLEMS

Rank Order of Importance	Theme
1	High price of groceries
2	Poor quality meat and produce
6	Different prices from store to store
13	Local products cheaper elsewhere
25	Overchoice
28	Marketing boards/lack of competition

TABLE 1.7.1

FURNITURE AND APPLIANCE PROBLEM THEMES - MEN: NGT

RANK ORDER OF IMPORTANCE	THEME
1	Difficult to judge quality
2	Ignorant sales staff
3	Poor quality workmanship and materials
4	Misleading/confusing advertising
5	Difficult getting service under warranty
6	High cost/unavailable parts makes repair unreasonable
7	Proliferation of gadgets
8	Price differences from store to store
9	Lack of product information
10	Warranties confusing/restrictive
11	Difficult to get good price
12	High pressure salesmen
13	Inadequate sales staff
14	Too many models
15	Planned obsolescence
16	High cost and poor quality after sales service
17	Complex products
18	Difficult to know when an item is going on sale
19	Products arrive damaged/incomplete
20	Lack of information on origin or product
21	Need to replace whole unit when all you need is small part
22	Long wait for delivery
23	Not enough choice
24	Poor design of appliances

TABLE 1.7.2

FURNITURE AND APPLIANCES PROBLEM THEMES - WOMEN: NGT

RANK ORDER OF IMPORTANCE	THEME
1	Poor quality workmanship and materials
2	High cost/unavailable parts makes repair unreasonable
3	Planned obsolescence
4	Lack of product information
5	Ignorant sales staff
6	Difficult to judge quality
7	High cost and poor quality after sales serviceδ
8	Poor design of appliances
9	Difficulty getting service under warrantyδ
10	High pressure salesmen
11	Warranties confusing/restrictive
12	High cost of furniture
13	Long wait for delivery
14	Products arrive damaged/incomplete
15	Proliferation of gadgets
16	Price differences from store to store
17	Misleading/confusing advertising
18	Lack of information on origin or product
19	Not enough choice
20	No comparative demonstrations in store
21	Consumers don't like to bargain
22	Too many models

TABLE 1.7.3

CLASSIFICATION OF PROBLEM THEMES ACCORDING TO ORIGIN

FURNITURE AND APPLIANCES

CATEGORY A) MNAUFACTURER RELATED PROBLEMS

Rank Order of Importance		Theme
Men	Women	
3	1	Poor quality workmanship and materials
4	17	Misleading advertising
6	2	High cost/unavailable parts makes repair unreasonable
7	15	Proliferation of gadgets
9	4	Lack of product information
10	11	Confusing warranties
15	3	Planned Obsolescence
17		Complex products
20	18	Lack of information on who manufactured item
21		Need to replace whole units
24	8	Poor design of products
23	19	Not enough choice
14	22	Too many models

CATEGORY B) RETAIL RELATED PROBLEMS

Rank Order of Importance		Theme
Men	Women	
2	5	Ignorant sales staff
5	9	Getting service under warranty
12	10	High pressure salesmen
13		Inadequate sales staff
14	7	Poor after sales service
19	14	Products arrive damaged
22	13	Long wait for delivery
	20	No comparative demonstrations

CATEGORY C) MARKET PROBLEMS

Rank Order of Importance		Theme
Men	Women	
1	6	Difficult to judge quality
8	16	Store to store price differences
11		Difficult to get good pricee 18
18		Difficult to know when an item is going on sale
	12	High cost of furniture
	21	Consumers don't like to bargain

TABLE 1.8.1

AUTO REPAIR PROBLEM THEMES - MEN: NGT

RANK ORDER OF IMPORTANCE	THEME
1	Garage owner lacks integrity
2	Locating a reputable firm
3	Incompetence of mechanics
4	Time charged for more than time worked
5	Cost of repair too high
6	Incomplete servicing
7	Difficult to arrange appointment
8	Lack of professionalism
9	Apprentice work at journeyman rate
10	Obtaining estimate
11	Depersonalized service
12	Unavailable parts
13	No guarantee
14	Warranty information is misleading
15	Extra costs from warranty work
16	Servicing foreign cars
17	Too many self-serve stations
18	Poor service under warranty
19	Variation in cost from garage to garage
20	Planned obsolescence
21	Forced to buy unit instead of small part
22	Difficult to do repairs
23	Judging value for money
24	Repairs not finished when promised

TABLE 1.8.2

CLASSIFICATION OF PROBLEM THEMES ACCORDING TO MAJOR TYPE

AUTOMOBILE REPAIR SERVICES

CATEGORY A) GENERAL LACK OF INTEGRITY OF GARAGE OWNERS/OPERATORS

Rank Order of Importance	Theme
1	Garage owner lacks integrity
2	Difficulty in locating a reputable firm
3	Lack of professionalism
4	Time charged for more than time worked
5	Cost of repair is too high
9	Apprentice work at journeymen rate
19	Variation in cost from garage to garage
23	Difficult to judge value for money

CATEGORY B) LACK OF COMPETENT MECHANICS

Rank Order of Importance	Theme
3	Incompetence of mechanics
6	Incomplete servicing

CATEGORY C) FAILURE TO HONOUR APPOINTMENTS AND ESTIMATES

Rank Order of Importance	Theme
7	Difficult to arrange an appointment
10	Difficulty in obtaining an estimate
24	Repairs not finished when promised

CATEGORY D) LACK OF CONCERN FOR CUSTOMERS

Rank Order of Importance	Theme
11	Depersonalized service
12	Unavailable parts
16	Servicing foreign cars
17	Too many self-serve stations

CATEGORY E) INADEQUATE WARRANTIES AND GUARANTEES

Rank Order of Importance	Theme
13	No guarantees
14	Warranty information is misleading
18	Poor service under warranty

CATEGORY F) POOR PRODUCT DESIGN

Rank Order of Importance	Theme
20	Planned obsolescence
21	Forced to buy unit instead of small part
22	Difficult and costly to do repairs due to design

TABLE 1.9.1
HOME RENOVATION/REPAIR PROBLEM THEMES - MEN: NGT

RANK ORDER OF IMPORTANCE	THEME
1	Incompetent contractors
2	Contractor lacks integrity
3	Failure to respect promised dates
4	Locating and judging competent contractor
5	Wide range of quoted prices
6	Poor quality materials
7	High cost
8	Overspecialization of servicemen
9	No guarantee
10	Useless guarantees
11	Billing for extra hours
12	Difficult to get emergency service
13	Hard to get estimate
14	Furnace servicing problems
15	Bill higher than estimate
16	Government regulations restrict own repairs
17	Wide variation in prices charged
18	High tax on repairs
19	Problem getting parts
20	Inspectors who don't inspect
21	Lateral repairs
22	Unwillingness to accept credit

TABLE 1.9.2

CLASSIFICATION OF PROBLEM THEMES ACCORDING TO MAJOR TYPE

HOME RENOVATION AND REPAIR

CATEGORY A) INTEGRITY OF CONTRACTORS

Rank Order of Importance	Theme
5	Wide range of quoted prices
7	High cost
11	Billing for extra hours
15	Bill higher than estimate
17	Wide variation in prices charged
13	Hard to get estimate
21	Lateral repairs

CATEGORY B) INCOMPETENT CONTRACTORS

Hank Order of importance	Theme
1	Imcompetent contractor
2	Contractor lacks integrity
4	Locating and judging competent contractor

CATEGORY C) UNCONCERNED CONTRACTORS

Rank Order of Importance	Theme
12	Difficult to get emergency service
3	Failure to respect promised dates

CATEGORY D) INADEQUATE GUARANTEES

Rank Order of Importance	Theme
9	No guarantee
10	Useless guarantees

CATEGORY E) GENERAL INDUSTRY PROBLEMS

Rank Order of Importance	Theme
6	Poor quality materials
8	Overspecialization of servicemen
14	Furnace repair problems
16	Government regulations restrict own repairs
19	Problems getting parts
18	High tax on repairs (Quebec specific)
20	Inspectors who don't inspect
22	Unwillingness to accept credit

TABLE 1.10.1

SEVERITY OF SHOPPING PROBLEMS AS MEASURED BY STRUCTURED QUESTIONNAIRE

CLOTHING

Rank Order of Problem Severity	Type of Problem	Mean Score (1=minor problem/ 6=major problem)
1	Finding information about different clothing products	4.04
2	Confusing or misleading claims by store sales staff	3.67
3	Knowing when an item is good value for the money	3.57
4	Comparing quality of clothing products	3.53
5	Confusing or misleading advertisements by companies that make clothing products	3.49
6	Judging safety of clothing products	3.48
7	Confusing or misleading information on clothing labels and tags	3.44
8	Confusing or misleading advertisements by stores that sell clothing products	3.30
9	After purchase, getting satisfactory attention to complaints	3.13
10	Choosing between so many brands	3.07
11	Understanding guarantees or warranties	2.69
12	Knowing which product features (or characteristics) to look for	2.49
13	Knowing which stores to shop at	2.48
14	Obtaining credit for the purchase of clothing products	1.54

TABLE 1.10.2

SEVERITY OF SHOPPING PROBLEMS AS MEASURED BY STRUCTURED QUESTIONNAIRE

GROCERIES

Rank Order of Problem Severity	Type of Problem	Mean Score (1=minor problem/ 6=Major problem)
1	Confusing or misleading advertisements by companies that make grocery products	3.82
2	Confusing or misleading information on grocery packages and labels	3.69
3	Confusing or misleading advertisements by stores that sell grocery products	3.57
4	Judging the nutritional value of grocery products	3.54
5	Judging health hazards of grocery products	3.52
6	Comparing quality of grocery products	3.45
7	Knowing when a item is good value for the money	3.45
8	Understanding product grades and seals of approval	3.40
9	Finding information about different grocery products	3.25
10	After a purchase, getting satisfactory attention to complaints	2.66
11	Choosing between so many brands	2.59
12	Knowing which stores to shop at	2.30

TABLE 1.10.3

SEVERITY OF SHOPPING PROBLEMS AS MEASURED BY STRUCTURED QUESTIONNAIRE

FURNITURE AND APPLIANCES

Rank Order of Problem Severity		Type of Problem	Mean Score (1=minor problem/ 6=major problem)	
Men	Women		Men	Women
1	2	Comparing quality of appliance and furniture products	4.51	4.17
2	4	Finding information about different products	4.21	3.98
3	4	Knowing when an item is good value for the money	4.01	3.98
4	1	Judging safety of appliance and furniture products	4.00	4.18
4	4	Choosing between so many brands	4.00	3.42
6	6	Confusing or misleading advertisements by companies that make the Products	3.94	3.77
7	8	Confusing or misleading advertisements by stores that sell the products	3.90	3.62
8	7	Knowing which product features (or characteristics) to look for	3.78	3.64
9	3	Confusing or misleading claims by store sales staff	3.76	4.00
10	12	After purchase, getting satisfactory attention to complaints	3.50	3.10
11	9	Understanding guarantees or warranties	3.45	3.49
12	10	Confusing or misleading information on product labels and tags	3.40	3.48
13	13	Knowing which stores to shop at	2.66	2.68
14	14	Obtaining credit for the purchase of furniture and appliances	1.28	2.16

TABLE 1.10.4

SEVERITY OF SHOPPING PROBLEMS AS MEASURED BY STRUCTURED QUESTIONNAIRE

AUTOMOBILE REPAIR SERVICES

Rank Order of Problem Severity	Type of Problem	Mean Score (=minor problem/ 6=major problem)
1	Judging quality of services or repairs	4.43
2	Knowing when the service or repair cost is good value for the money	4.33
3	Judging safety of services or repairs	4.32
4	Misleading claims by garage personnel	3.80
5	After service a repair, getting satisfactory attention to complaints	3.64
6	Understanding guarantees or warranties	3.57
7	Finding information about garages	3.44
8	Knowing which type of garage to choose	2.93
9	Misleading claims in garage advertisements	2.73
10	Choosing between so many garages	2.58
11	Obtaining credit for car service or repairs	1.48

TABLE 1.10.5

SEVERITY OF SHOPPING PROBLEMS AS MEASURED BY STRUCTURED QUESTIONNAIRE

HOME REPAIR AND RENOVATION SERVICES

Rank Order of Problem Severity	Type of Problem	Mean Score (1=minor problem/ 6=major problem)
1	Finding information about different contractors that do repairs and renovations	3.89
2	After work is finished, getting satisfactory attention to complaints	3.75
3	Knowing when the work done is good value for the money	3.62
4	Choosing between so many contractors	3.61
5	Judging quality of work done by different contractors	3.59
6	Judging safety of work done by different contractors	3.51
7	Confusing or misleading claims made in contractor advertisements	3.47
8	Understanding guarantees or warranties	3.35
9	Confusing or misleading claims made in person by contractor	3.32
10	Obtaining credit for home renovations and repairs	1.55

TABLE 1.11

SEVERITY OF SHOPPING PROBLEMS AS MEASURED BY STRUCTURED QUESTIONNAIRE

SUMMARY ACROSS FIVE PRODUCT/SERVICE CATEGORIES

TYPE OF PROBLEM	DEGREE OF PROBLEM SEVERITY(1=minor/6=major problem)						AVERAGE SEVERITY ACROSS ALL PRODUCTS/ SERVICES	RELATIVE DEGREE OF SEVERITY
	CLOTHING	GROCERIES	FURNITURE/APPLIANCES		AUTO	HOME		
			MEN	WOMEN				
Comparing/ judging quality	3.53(4)	3.45(6)	4.51(1)	4.17(2)	4.43(1)	3.59(5)	3.95	High
Judging safety/ health hazards	3.48(6)	3.52(5)	4.00(4)	4.18(1)	4.32(3)	3.51(6)	3.84	High
Finding information	4.04(1)	3.25(9)	4.21(2)	3.98(4)	3.44(7)	3.89(1)	3.80	High
Knowing good value	3.57(3)	3.45(7)	4.01(3)	3.98(4)	4.33(2)	3.62(3)	3.83	High
Confusing mis/ leading claims by manufacturers	3.49(5)	3.82(1)	3.94(6)	3.77(6)	*	*	3.76	High
Confusing/misleading claims by sales staff/ personnel	3.67(2)	*	3.76(9)	4.00(3)	3.80(4)	3.32(9)	3.71	High
Judging nutritional value of foods	*	3.54(4)	*	*	*	*	3.54	Moderate
Confusing/Misleading info on labels	3.44(7)	3.69(2)	3.40(12)	3.48(10)	*	*	3.50	Moderate

TABLE 1.11 (CONT'D)

TYPE OF PROBLEM	DEGREE OF PROBLEM SEVERITY(1=minor/6=major problem) CLOTHING	GROCERIES	FURNITURE/APPLIANCES MEN	FURNITURE/APPLIANCES WOMEN	AUTO	HOME	AVERAGE SEVERITY ACROSS ALL PRODUCTS/ SERVICES	RELATIVE DEGREE OF SEVERITY
Confusing/misleading claims in retail advertising of stores	3.30(8)	3.57(3)	3.90(7)	3.62(8)	2.73(9)	3.47(7)	3.43	Moderate
Understanding guarantees/warranties/grades	2.69(11)	3.40(8)	3.45(11)	3.49(9)	3.57(6)	3.35(8)	3.33	Moderate
Getting satsifactory attention to complaings after purchase	3.13(9)	2.66(1)	3.50(10)	3.10(12)	3.64(5)	3.75(2)	3.30	Moderate
Knowing product features to look for	2.49(12)	*	3.78(8)	3.64(7)	*	*	3.30	Moderate
Choosing among many brands/ services	3.07(10)	2.59(11)	4.00(4)	3.42(11)	2.58(10)	3.61(4)	3.21	Moderate
Knowing at which retail out/ service to stop	2.48(13)	2.30(12)	2.66(13)	2.68(13)	2.93(0)	*	2.61	Low
Obtaining credit	1.54(14)	*	1.28(14)	2.16(14)	1.48(11)	1.55(10)	1.60	Low

*Signifies that problem type not relevant to product service category
( )Figure in brackets indicates rank order of severity of a problem

TABLE 1.12

RELATIVE DIFFICULTY IN SHOPPING FOR VARIOUS PRODUCTS AND SERVICES

ORDER OF SHOPPING DIFFICULTY		PRODUCT/SERVICE
Men	Women	
2	1	Auto repairs
4	2	Automobiles
1	3	Home improvement
13	4	Clothing and Footwear
5	5	Household furnishings
7	6	Household appliances
6	7	Housing and real estate
8	8	Home entertainment
3	9	Life insurance
9	10	Household moving
17	11	Sporting goods
19	12	Groceries
12	13	Photographic equipment
10	14	Auto insurance
15	15	Children's toys
18	16	Home gardening supplies
11	17	Legal services
23	18	Drycleaning
20	19	Stationery supplies
16	20	Travel agency services
21	21	Drugs and pharmaceuticals
14	22	Jewelry
22	23	Financial Services
24	24	Personal Care

TABLE 1.13

OPINIONS ABOUT GOVERNMENT PROGRAMS

		WOMEN		MEN	
		Agree	Disagree	Agree	Disagree
A)	Government programs are inefficient	47%	53%	48%	52%
B)	Governments are involved in too many areas	15%	85%	19%	81%
C)	Consumers don't need any help	20%	82%	12%	88%
D)	There should be increased govern-budgets for enforcing consumer protection	84%	16%	82%	18%
E)	Government should sponsor a major convention to discuss long term consumer policies	65%	35%	58%	42%
F)	There should be a government funded complaint bureau	89%	11%	73%	27%
G)	There should be an independent national testing centre	84%	16%	84%	16%
H)	There should be a government sponsored education program for high school students	80%	20%	82%	18%
I)	There should be increased government budgets for regulating advertising	64%	36%	61%	39%
J)	All companies should employ one senior manager to deal with complaints	82%	18%	70%	30%
K)	The government should sponsor the regular publication of consumer tests	78%	22%	77%	23%

TABLE 1.14

COMPARISON ACROSS CITIES OF MOST SERIOUS PROBLEMS

AS DERIVED FROM ANALYSIS OF NGT DATA

FURNITURE AND APPLIANCES

[MEN-24 Problem Themes]

NUMBER OF PARTICIPANTS EVALUATING	PROBLEM THEME	RANK ORDER OF SERIOUSNESS	AGGREGATE INDEX	INDEX BY CITY				
				HALIFAX	QUEBEC	OTTAWA	REGINA	VANCOUVE SSS
4p	Difficult to judge quality	1	3.88	5.53	2.64	1.68	5.57	4.13
4	Ignorant Sales Staff	2	3.38	0.35	3.55	4.44	3.48	5.06
16	Poor workmanship	3	2.35	4.71	3.05	1.00	1.62	1.38
11	Misleading Advertising	4	2.30	1.06	2.36	3.11	1.91	3.13
6	After sales service	5	2.22	0.94	4.05	1.22	3.68	0.31
2	Unreasonable repair costs	6	1.49	1.47	0.86	1.44	3.33	0.00

[WOMEN-22 Problem Themes]

NUMBER OF PARTICIPANTS EVALUATING	PROBLEM THEME	RANK ORDER OF SERIOUSNESS	AGGREGATE INDEX	INDEX BY CITY				
				HALIFAX	QUEBEC	OTTAWA	REGINA	VANCOUVE
16	Poor workmanship	1	4.35	4.96	5.17	4.44	3.36	3.68
2	Unreasonable repair costs	2	3.00	4.22	5.47	0.88	2.73	1.46
1	Planned obselescence	3	2.53	2.70	3.93	0.00	1.55	3.96
21	Lack of info on materials	4	2.22	0.00	1.03	3.88	2.82	3.36
4	Ignorant Sales Staff	5	2.20	0.00	3.50	3.68	1.96	1.50
13	Difficult to judge quality	6	2.00	0.00	3.53	2.80	3.64	0.00
8	After sales service	7	1.96	2.30	2.07	0.36	2.64	2.46

TABLE 1.15

SIGNIFICANT DIFFERENCES IN SERIOUSNESS ACCORDED TO S

GROUPS AND GEOGRAPHIC REGIONS AS MEASURED VIA STRUCTU

TYPE OF PROBLEM	ACROSS INCOME GROUPS						
	PRODUCT/SERVICE						
	CLOTHING	GROCERIES	FURNITURE APPLIANCE(M)	FURNITURE APPLIANCE(W)	AUTO REPAIRS	HOME REPAIRS	CLOTHING
Confusing/misleading claims in retail advertising of stores	*						*
Understanding warranties/ guarantees/grades	*		*			*	
Getting satisfactory attention to complaints after purchase	*	*			*		*
Knowing product features to look for							
Choosing among many brands services							*
Knowing at which retail outlet to shop		*					
Obtaining credit				*			*
TOTAL NUMBER OF SIGNIFICANT DIFFERENCES	5	3	1	2	1	1	7

* - Signifies that difference exists across consumer segments at the .01 level

1.15

ACCORDED TO SHOPPING PROBLEMS ACROSS INCOME

ED VIA STRUCTURED QUESTIONNAIRE

ACROSS GEOGRAPHIC REGIONS						
TYPE OF NEIGHBOURHOOD						TOTAL NUMBER OF SIGNIFICANT DIFFERENCES
CLOTHING	GROCERIES	FURNITURE APPLIANCE(M)	FURNITURE APPLIANCE(W)	AUTO REPAIRS	HOME REPAIRS	
*	*	*	*		*	6
						3
*	*	*	*	*		8
						0
*				*	*	3
	*	*				3
*		*	*		*	5
7	4	4	7	3	3	41

TABLE 1.15

SIGNIFICANT DIFFERENCES IN SERIOUSNESS ACCORDED TO SHOPPI

GROUPS AND GEOGRAPHIC REGIONS AS MEASURED VIA STRUCTURED (

TYPE OF PROBLEM	ACROSS INCOME GROUPS							
	PRODUCT/SERVICE							
	CLOTHING	GROCERIES	FURNITURE APPLIANCE(M)	FURNITURE APPLIANCE(W)	AUTO REPAIRS	HOME REPAIRS	CLOTHING	GROCERI
Comparing/judging quality		*						
Judging safety/ health hazards							*	
Finding information								
Knowing good value								*
Confusing/misleading claims my manufacturers	*						*	
Confusing/misleading claims by sales staff/ personnel							*	
Judging nutritional value of foods								
Confusing/misleading info on labels	*			*				

1.15

ACCORDED TO SHOPPING PROBLEMS ACROSS INCOME

ED VIA STRUCTURED QUESTIONNAIRE

ACROSS GEOGRAPHIC REGIONS						
TYPE OF NEIGHBOURHOOD						
CLOTHING	GROCERIES	FURNITURE APPLIANCE(M)	FURNITURE APPLIANCE(W)	AUTO REPAIRS	HOME REPAIRS	TOTAL NUMBER OF SIGNIFICANT DIFFERENCES
			*			2
*			*			2
						0
	*					1
*			*			3
*				*		2
						0
			*			3

TABLE 1.16

SIGNIFICANT DIFFERENCES IN DIFFICULTY IN SHOPPING FOR VARIOUS PRODUCT/SERVICE CATEGORIES ACROSS INCOME GROUPS AND GEOGRAPHIC REGIONS

ORDER OF SHOPPING DIFFICULTY		PRODUCT/SERVICE	DIFFERENCE ACROSS INCOME GROUPS	DIFFERENCE ACROSS GEOGRAPHIC REGIONS
MEN	WOMEN			
2	1	Auto repairs	W	W
4	2	Automobiles		W
1	3	Home Improvement		M
13	4	Clothing and Footwear		
5	5	Household furnishings		W
7	6	Household appliances		W
6	7	Housing and real estate		W
8	8	Home entertainment	M	W
3	9	Life insurance		W
9	10	Household moving		
17	11	Sporting goods		W
19	12	Groceries		
12	13	Photographic equipment		
10	14	Auto insurance		W

15	15	Children's toys	
18	16	Home gardening supplies	W
11	17	Legal Services	
23	18	Drycleaning	W
20	19	Stationery Supplies	W
16	20	Travel agency services	
21	21	Drugs and pharmaceuticals	
14	22	Jewelry	
22	23	Financial services	
24	24	Personal Care	

M - means that differences across segments were significant at the 0.1 level across segments of male participants

W - means that differences across segments were significant at the 0.1 level across segments of female participants

TABLE 1.17

EXISTING ACTIONS WHICH CONSUMERS FIND HELPFUL AS AIDS TO SHOPPING

ORIGINATOR OF ACTION	TYPE OF ACTION	FREQUENCY OF MENTION (MAXIMUM 20)
CONSUMERS	Consumer associations	7
	Consumer cooperatives	5
	Credit Unions	4
	Consumer boycotts	1
	"Ralph Nader"	1
RETAILERS	Unit pricing	9
	Shopping Malls	8
	Stores with a good reputation/ satisfaction guaranteed	8
	Store signs/directories	6
	Specialty shelves/stores	5
	Knowledgeable sales people	4
	Competition	2
	Availability of your own credit record	2
	Availability of credit	2
	Computer check outs	2
	Express lines/numbers when serving	2
	Visible Cash Registers	1
	Courtesy Chequing	1
	Universal credit card	1
	Restaurants that put price lists on front of building	1
INDUSTRY/ MANUFACTURER	Better Business Bureau	14
	Content labelling of food	5
	Open dating/expiry dates	4
	Brand names (quality) country of origin	4
	Manufacturer's listed price	3
	CAA garage ratings	2
	Industry responding to consumer demands	1

MEDIA	Market place/consommateur averti	16
	Consumer reports	15
	Advertisements/availability of goods through information given in ads	11
	Comparative shopping reports in paper	11
	Canadian Consumer	6
	Action Line	6
	Flyers/Catalogues	4
	Word of mouth advertising by friends	4
	Advertising conviction reports	3
	Companies that openly challenge price and quality of competitors	3
	Demonstrations/free samples	2
	Yellow pages	1
	Classified newspapers	1
GOVERNMENT	Seals of approval and standards (Gov't approved, CSA, etc.)	12
	Consumer Protection Bureaus	10
	Care labelling (especially textiles)	9
	Standard package sizes	6
	Cooling-off legislation	4
	Standard	4
	Truth-in-lending legislation	4
	Government action to assist consumers on rusty cars and home warranty programs	4
	Ombudsman	3
	Government inspectors and standards	3
	Consumer research	3
	Labelling laws	3
	Box 99	2
	Hazardous products warning symbols	2
	Product grades	2
	Warning on drug packages of possible side effects	2
	Anti-advertising programs	2
	Par-Cost for drugs	1
	Packaging of drugs/safety caps	1
	Laws that forbid compared interest(?)	1
	Rentals man	1
	Truth-in-advertising legislation	1
	Anti-inflation Board	1
	Licensing of vendors	1
	Consumer information bulletins	1

Bilingual labelling	1
Weights and measures laws	1
Government crime commissions	1
Government regulatory agencies (CRTC,CTC)	1

TABLE 1.18

"NEW" ACTIONS SUGGESTED BY CONSUMERS AS AIDS TO SHOPPING

SOURCE OF ACTION	TYPE OF ACTION
CONSUMERS	Community meetings with store managers
	More vocal consumers - class action lawsuits
	A Canadian Ralph Nader
	Consumer cooperatives - bulk purchasing
	Family training of children in consumerism
RETAILERS	More information on labels
	Cashier's wrapper at checkout
	More staff in retail outlets
	Encourage moôe specialty stores
	Eliminate false lighting for meat counters
	Clear pkgs. for meat products (clear trays)
	Closer check on sanitary procedures in store
	Suggestion/evaluation forms in stores (provided by consumer groups/supermarkets)
	Highly visible temperature monitors for freezers and cold storage
	Better control of food handling
	More info as to where and how to submit complaints
	Unit prices directly on the package
	Published comparative performance data in store fronts (e.g., T.V.)
	Parcost for equivalent brands in product areas
	Posted price lists for Auto parts in garages
	More facilities/opportunities for handicapped shoppers
	Control over shop lifting (more prosecution)
	Ads must include relevant details, e.g., price, location
INDUSTRY/ MANUFACTURER	Better packaging by manufacturers
	Less machine production in manufacturing - more hand work needed
	Training of sales staff by manufacturers
	Better advertising for Better Business Bureau
	Truth in advertising - facts to government about comparison advertising

	Star rating system in garages
	Desirable to limit number of models
	More information on life expectancy of products (printed on product, e.g., pop-up toasters)
	All products should carry manufactuer's listed price
	Label and shoe size sewn in regarding size (permanent)
	List of calories contained in all food products
	List nutrient value of foods
	Less fancy/wasteful packaging (unnecessary)
	No premiums in cereals/forbid premiums of any kind
	Industry association - leads to standardization
	Standard sizes for adults
	More standard packages - easier to compare
	Cost of energy, e.g., how many gallons of water dishwasher uses
	Better and clearer identification of synthetic materials used in products, e.g., plastic instead of "similated wood"
	Clear, simple guarantees that are honoured
	Disclosure of technical information
	More informational advertising by manufacturers (and point of purchase information)
MEDIA	Exposing the bad guy through T.V., radio, e.g., advertising
	Action line - more
GOVERNMENT	Phone in information regarding local shopping
	More action taken on consumer research studies
	Education of young people through classrooms
	Media campaign to encourage consumers to stand up for their rights
	Standard point rating system for products done by independent research lab, e.g., 150 points, 30 points - judge purchase accordingly
	Licencing of tradesmen via ability (government)
	Eliminate government subsidies and marketing boards (which increases prices)

More one to one contact with consumer agencies - more newspapers - source for answers - phone lines

Regulate profit margin - obligation to reveal cost price and markup to some kind of regulatory board - more sales tax back to manufacturer level

Forbid use of term 'sale' on goods which are not regular merchandise marked down, i.e., if goods are brought in for a sale then he so specify

Limit time allowed for ads

More "marketplace"/consommateur averti

More government control of food additives and sugar

Government inspection of insulation jobs

More control for door to door salesmen

More control over tactics used by collection agency

More control of junk food

Ban T.V. commercials on children's products

More government inspectors

Government seal of approval

More complete information concerning the rights of consumers.

Enforce existing consumer protection laws

Pass new consumer protection laws

Local ombudsman

Registrating/grading of service

More consumer research funded to offset that done by industry

Directory of price and availability of goods at provincial level updated each year

Laws on automobiles requiring better mileage and rustproofing

All products (imported or Canadian) should be required to meet higher standards

Grants to manufacturers to produce better made, longer lasting products

Better control of manufacturing standards

Availability of government testing records of products

Mechanic should be responsible for accidents caused by his faulty repairs

Government run check points for autos. Aid to motorists to know what repairs are required and approximate cost

Control prices

More control on advertising policies and content
Expanded Canadian consumer reports
General education of consumers of how to deal with problems that are likely to be encountered
Train sales personnel through government on the job Training
Reduction in amount of advertising budget which is tax deductible
Reduction of taxes for those products which meet specified performance standards
Better education as to use of consumer credit
Publication of an integrated consumer information guidebook
Standardize the range of product diensions and sizes (by law)
Control the quantity and quality of imported products
More rigorous control of guarantees
Control of the style of clothing via laws to forbid frequent style changes
Clearly identify Canadian products
Establishment of product performance standards
Increase taxes on luxury products to raise funds for anti-advertising
Advertising against harmful products
Laws making it easier to cancel contracts signed under pressure

PHASE II

ANALYSIS OF TRADE-OFFS
METHODOLOGY AND RESULTS

OBJECTIVES OF PHASE II

Of the objectives specified in the Introduction, Phase II specifically addressed objective 2, 3 and 5; that is,

Objective 2: Prepurchase Information Trade-Offs

For situations that consumers perceive to present major problems,

- to assess the nature of the trade-offs that are made by consumers during prepurchase search (particular trade-offs with respect to time, information and money).
- to identify differences in these trade-offs across
    - product/service categories
    - consumer income groups
    - geographical regions

Objective 3: Measurement Methods

- to evaluate the utility of different measurement methods for studying prepurchase information search and processing,
- to evaluate the reliability/stability over time of repeated measures related to prepurchase information search and processing, and
- to evaluate the utility of different techniques for analysing data concerning prepurchase information search and processing.

Objective 5: Solutions to Prepurchase Information Search Problems

For product/service categories and situations that consumers perceive to present major problems,

- to identify existing actions, policies or programs (originating within either public or private sector) which consumers perceive as most helpful in assisting them to overcome prepurchase information search and processing problems.

- to identify the types of actions, policies or programs which consumers would like to see instituted to further assist them in solving or reducing their prepurchase information search and processing problems.

The purposes of studying prepurchase information trade-offs was to identify the priorities that consumers place on various problem areas. For example, when searching for a auto service garage would consumers pay more if they were certain that the mechanic was of higher competence, or would they forego repair appointments if they were certain that they would not be overcharged. By studying trade-offs of this sort, Phase II further addressed this issue of shopping problem priorities.

The aspect of Phase II that related to Objective 3 was the use of parallel measures. Each of the trade-off topics was measured using two different measurement methodologies.

Finally, Phase II attempted to further identify solutions to shopping problems. Objective 5, by focusing one-by-one on the problems identified in Phase I.

Trade-off Measurement

The method used to assess the relative importance of various shopping problems was conjoint measurement. A brief description is presented here (for a detailed presentation see Green and Wind, 1973).

When making a shopping decision a buyer is faced with comparing alternatives that differ on a number of attributes. For example, when deciding where to have his car repaired a consumer might consider attributes such as (1) speed of service, (2) competence of mechanics, and (3) reputation for fair pricing. One service garage might be strong on the first two (speed, mechanics) but weak on the third (price), another might be strong on the first and third (speed, price) but not strong on the second (mechanics). In effect, he must decide which combination of attributes would give him the most satisfaction. Conjoint measurement can be used to assess the relative importance of various possible levels of the attributes being considered.

This measurement procedure involves presenting respondents with a set of alternatives, and having them rank the alternatives from most to least desirable. For the service garage example respondent would be present with hypothetical garages that systematically differed in terms of speed of service, mechanics competence, and price of repairs. If each of these attributes was specified by two levels, either high or low, then eight combinations (hypothetical garages) could be presented for ranking. Then analysis of the rankings would identify the relative importance for utility of each level of each attribute.

The rationale for using this type of measurement procedure is that it presents respondents with decisions that are similar to actual shopping decisions. In other words, the respondent must consider choice alternatives (rather than rating individual attributes), and make a selection in the face of attribute trade-offs (rather than considering attributes one at a time).

DECISIONS CONCERNING DESIGN OF PHASE II

The findings from Phase I of the research which are given in the previous chapter provided valuable inputs for several decisions concerning the directions to be emphasized in subsequent phases. These decisions involved:

- the product/service categories to be selected for further study
- the nature of the problems within each product/service category to be analyzed via conjoint measurement
- the major problem dimensions within each product/service category that should serve as the focus when searching for solutions to consumer prepurchase search problems.

Product/Service Categories Selected for Further Study

In order to permit in-depth studies of consumer trade-offs across different prepurchase problems while keeping the demands on respondents within reasonable limits, it was necessary to reduce the number of product/service categories to be studied in Phases II, III. Based on the results from Phase I it was decided to exclude the product/service categories of "groceries" and "home repair and renovation" from further study. Groceries were eliminated because, despite their importance in the family budget, they were perceived to present a relatively lower level of shopping difficulty than did other categories of products/services (see Table 1.12). In the second case, while the category Home Repairs and Renovations was judged to present a high level of difficulty, it was found to be not relevant to a significant percentage of consumers in the sample. Thus, it was considered a poor choice for further measures which required first hand experience with the product/service category in order to provide meaningful judgments. It should be reemphasized at this point, however, that the area of Home Repair and Renovations appears to represent a major problem for those affected and it should be the object of future study in another context. As a result of the above decisions, three product/service categories were selected for fuirther study. The category "Automobile Repair Services" was retained for male participants; the category "Clothing and·Footwear" was retained for female participants; and the category "Furniture and Appliances" was retained for further study by both male and female participants.

Nature of Problems to be Analyzed via Conjoint Measurment (Trade-Off Analysis

A review of the problem themes found from the NGT sessions resulted in the identification of three major types of consumer shopping problems. As summarized in Tables 1.5.2, 1.7.3 and 1.8.2 these problem types were generally designated as:

- manufacturer related problems
- retail outlet related problems
- general industry/market problems

While these major problem types were different in the case of automobile repair services they did serve to underline fundamental difference concerning the origin of the problems. These differences are particularly significant in terms of formulating appropriate public policies and programs to alleviate the corresponding problems. After a careful examination of the results in Tables 1.5.1 and 1.7.3, plus the experience gained by interacting with consumers within the NGT sessions, a decision was made to focus the prepurchase search trade-off analysis on those problems related to the retail outlets. As such, the common theme retained across clothing/footwear, automobile repairs and furniture/appliances pertained to the concept of services provided by the entity in direct contact with the consumer. While certain problems related to the manufacturer were judged serious by participants, it was generally felt that manufacturers were currently subject to much higher levels of controls than were retailers. Problems related to general industry/market conditions were excluded from further study simply because many of the most important ones related to broader economic considerations which were outside the scope of consumer assistance/protection programs.

Identification of Major Problem Dimensions Related to Prepurchase Search Problems

Once the decision had been reached to restrict prepurchase search trade-off analysis to retail outlet shopping problems, the next design issue involved the identification of the most important product/service attributes related to these problems to be the object of further study. A review of the retail outlet related problem themes resulted in the identification of the attributes summarized in Tables 2.1.1, 2.1.2 and 2.1.3. These tables also indicate the nature of the levels which were employed for each attribute and the manner in which each level was explained to respondents. The actual cards presented to participants are contained in Annex B.

As shown in Table 2.1 four retail outlet problem attributes were identified in the case of clothing/footwear (inadequate sales staff, stocking of poor quality products, poor store layout and facilities, and lack of integrity); five such attributes were identified for automobile repair service (failure to honour appointments and estimates, lack of competent mechanics, lack of concern for customers, inadequate guaranties and warranties, and lack of integrity); and four problems attributes were identified for the category furniture/appliances (inadequate sales staff, poor after sales service, lack of sufficient product information, and lack of integrity).

DATA COLLECTION

Group sessions lasting approximately 1 1/2 hours were conducted using the same 20 groups as in Phase II groups per city x 5 cities). Four types of data were collected

- conjoint measures designed to examine consumer trade-offs among the major information search and processing problem dimensions related to retail services
- conjoint measures designed to examine consumer trade-offs among problems related to retail services as well as other factors influencing the choice of a particular retailer,
- direct measures of the importance of different retail attribute levels in influencing consumer choice of retail outlets,
- participant suggestions for actions, policies or programs which might be undertaken by the government or

by consumers themselves to overcome the major problems of information search and processing evaluated via the conjoint and direct measures.

Conjoint measures related to retail service problem dimensions: The study of trade-offs among information search and processing problems related to retail services employed two parallel forms of conjoint measurement for each of the three product/service categories. The "full profile" or "concept testing" method was implemented using a partial factorial design (orthogonal) requiring the participants to rank order a series of 14 cards containing profiles of retail outlets in which each of the major problem dimensions was present or not present. Thus, for clothing/footwear and furniture/appliances, four problem dimensions were present at two levels (2 x 2 x 2 x 2 design) while automobile repair service involved five dimensions at two levels each (2 x 2 x 2 x 2 x 2). Tables 2.1.1, 2.1.2 and 2.1.3 summarize the actual description used for each dimension and each level for automobile repair service, clothing/footwear and furniture/appliances respectively. Details concerning the orthogonal design employed and the actual cards (profiles) presented to participants are contained in Annex B. The "paired choice" method for measuring consumer trade-offs of problem dimensions requested participants to express their preferences for retail shopping situations in which all possible pairs of shopping problems were presented for consideration. Thus, a total of six (6) dimension pairs were presented to participants in the case of clothing/footwear and furniture/appliances with ten (10) pairs being presented for automobile repair services. The actual format by which these pairwise conjoint measures were obtained is given in Annex C.

Conjoint measures relating retail service dimensions to other factors influencing choice: In an effort to establish some measure of how important consumers considered the problem dimensions examined above in comparison to other factors influencing the choice of a particular retail outlet, participants were required to evaluate the relative desirability of a number of choice situations. These choice situations involved comparisons along four major factors, each of which was evaluated at either two or three levels within a (2 x 3 x 2 x 3) design. The four major factors were:

- overall reputation of the store;which was a global measure which attempted to summarize the presence or absence of the four/five retail problem dimensions examined above.

- convenience of access to the store, in terms of time proximity.
- convenience of selection, i.e., the range of products available at the outlet or nearby outlets (clothing/ footwear and furniture/appliances) or speed and convenience of service (automobile repair services)
- price levels, in comparison with other retailers.

Tables 2.1.4, 2.1.5 and 2.1.6 provide further details concerning manner in which each factor and its different levels were defined. Details concerning the orthogonal design employed and the actual cards (profiles) presented to participants are contained in Annex D.

Direct measures of attribute level importance: These measures were collected by means of a graphic line scale (see Annex E) and were intended to serve as a cross check of the results obtained from the conjoint analysis. The attribute levels chosen for study involved all factors affecting retail store choice (Tables 2.1.4, 2.1.5 and 2.1.6).

Participants suggestions concerning possible solutions: Participants were requested to suggest actions, policies or programs that might be undertaken by government or by consumers themselves to overcome the information search and processing problems identified in Phase I and summarized by the major problem dimensions for each product/service category. To facilitate written responses, participants were presented with printed forms listing the problem dimensions for each product/ service category. The format of these forms is given in Annex F.

RESULTS

TRADE-OFF ANALYSIS - RETAIL SERVICE PROBLEM DIMENSIONS

The analysis of consumer trade-offs can be carried out at the level of each individual or on an aggregate basis. Since for present purposes interest is primarily concerned with obtaining an overall understanding of consumer trade-offs of problem dimensions across the entire sample, the following discussion focuses on the results of the aggregate analysis. (Analysis at the individual level was directed at issues concerning the validity and reliability of measures employed plus an examination of the nature and extent of individual differences in attribute utilities).

For all three product/service categories the analysis proceeded by aggregating the ranks accorded to the "full profile" cards by all participants. The median rank for each configuration (card) was then calculated and employed as the group measure of desirability for that configuration. These media ranks were then used as input to the MONANOVA scaling routine (Kruskal, 1965) in accordance with the factorial design employed and utilities (or importance scores) were calculated for each level of all retail service problem dimensions.

Retail Clothing Stores

As shown in Table 2.2, the quality of merchandise stocked was by far the most important dimension employed by participants in selecting from among alternative retail store configurations. As estimated by the trade-off analysis, quality of merchandise was judged more than twice as important as the second most highly rated store dimension, in-store conveniences (1.66 vs. 0.73). The utilities accorded to the third and fourth dimensions (fair dealings (.67) and sales staff (.50) were only slightly less important than in-store conveniences.

Retail Furniture/Appliance Stores

The importance which participants attached to the four dimensions of retail store service via trade-off analysis revealed a more distinct hierarchy in the case of furniture/appliances than for clothing/footwear. In both the case of men and women, after-sales service was the most important dimension of choice (utility scores of 11 and 1.32 respectively). Fair dealings was judged second in importance (men, 1.01; women, 1.09) with quality of sales staff (men, 0.79; women, 0.81) and printed information (men, 0.62; women, 0.63) rated third and fourth respectively.

Automobile Repair Services

Of the five service dimensions presented to participants for trade-off evaluation, two were clearly judged more important relative to the remainder. The competence of mechanics (utility, 1.73) was considered the single most important decision criterion with fair dealings also being rated as highly important (utility, 1.09). Of the remaining dimensions, the nature of the guarantee was accorded moderate importance (0.69) with the honouring of appointments/estimates (5) and concern for customers (.35) being considered relatively less critical in the choice of automobile repair services.

TRADE-OFF ANALYSIS - RETAIL SERVICE DIMENSIONS COMPARED TO OTHER CHOICE FACTORS

Retail Clothing Stores

As shown in Table 2.3, the participants in the study rated character of the store and convenience of merchandise selection as the most important overall choice factors. Each of these factors had an estimated utility score of 1.28. A third factor, low prices was judged to be almost as important (utility score of 1.19) while proximity of the store was accorded relatively little impôrtance (0.36).

Furniture and Appliance Stores

In the case of furniture and appliances, the character of the store was the most important single choice factor in the case of both men and women (1.36 and 16 respectively). In the case of women, this factor was judged significantly more important than the second highest, low prices (1.09). Men, however, accorded low price a utility score (1.27) which approached that of store character. Both men and women judged convenience of merchandise selection to be the third most important choice factor with very similar utility scores (0.96 and 1.02 respectively). Again proximity was judged to relatively insignificant as a choice factor (utilities of 0.31 for men and 0.29 for women).

Automobile Repairs

The choice factor character of the garage (utility score of 1.80) was judged to be substantially more important relative to other choice factors than for either clothing/footwear or furniture/appliances. Relative costs were rated as second in importance with a utility score (1.25) which resembled those of the other two product categories studied. Both speed of service (utility of 03) and proximity (utility of 0.02) were accorded little importance as choice factors.

DIRECT MEASURES OF ATTRIBUTE LEVEL INPORTANCE

In an attempt to cross check the results from the conjoint measures described above, a series of graphic rating scales concerning the four choice factors influencing the choice of a retail outlet was completed by participants. The aggregate results of these ratings are given in Table 2.4. A comparison of the importance of the choice factors obtained via graphic rating scales with those obtained via conjoint measurements indicated the rank importance was identical (see Table 2.5).

SUGGESTED SOLUTIONS TO SPECIFIC CONSUMER SHOPPING PROBLEMS

In the latter part of the Phase II interview session, participants were requested to suggest what actions might be taken by either government or consumers themselves in order to overcome the most important shopping problems identified in Phase I. The problems presented to participants parallelled exactly those included in the trade-off analysis for clothing/footwear, furnituôe appliance and automobile repair services.

As a general observation, as will become apparent in reviewing the responses of participants (Tables 2.6 and 2.7), consumers failed to provide many imaginative solutions, particularly as concerns their own possible actions. In contrast to their marked ability to identify and state their major shopping problems with respect to a particular product/service, participants tended to opt for obvious solutions, or "more of the same" (e.g., legislation) when requested to identify actions that should be undertaken by either consumers or government. Thus, while the opinions of consumers with respect to shopping problem solutions provide a useful reference point, they will need to be complemented by those from experts in the public and private sectors.

Consumer Solutions to Shopping Problems

Consumers were requested to identify those actions which they themselves might take or initiate that would contribute to the solution of their major shopping problems within each of the product/service categories retained for Phase II of the study. A detailed compilation of the suggestions provided by consumers is contained in Tables 2.6.1 to 2.6.4.

These tables contain extensive detail with respect to the means of dealing with specific problems in each product/service category. Such detail serves as a very useful starting point for managers wishing to develop programs specifically disigned to deal with a particular type of problem or a set of problems for a given product/service. For present purposes, interest is focused on identifying the major kind of actions that consumers feel they can take with respect to their shopping problems across the range of products/services included in this study. In general, the most frequently suggested actions fell into eight broad categories:

1. Refuse to buy - take your business elsewhere
2. Complain to
    - (a) the store management and/or manufacturer
    - (b) a consumer protection agency
    - (c) the Better Business Bureau
    - (d) action lines, TV programs, newspapers and friends in an effort to publicly expose and denounce guilty firms
3. Educate/inform oneself and shop carefully
4. Provide more support for consumer associations/groups
5. Take legal action

As can be seen, the first of these actions is the traditional, passive one of simply going elsewhere. The next four all involve the action of expressing dissatisfaction via a formal complaint to the retail firm itself or to groups which can be expected to bring pressure on the firm in order to resolve the problem. The remaining three forms of action implied the acceptance of greater involvement by the consumer (self-education, support for consumer groups and instituting legal action). It should be emphasized, however, that these latter forms of action were mentioned much less frequently than the other forms noted earlier.

Government Actions to Resolve Consumer Shopping Problems

Consumer suggestions as to what actions governments should take in assisting them to overcome their shopping problems also elicited a wide range of ideas of varying scope and quality (see Tables 2.7.1 to 2.7.4). Given the orientation and sponsorship of this study, substantial effort was devoted to an attempt to identify those suggestions which appeared to have some relevance to a range of problems facing a significant number of consumers. As a result of this process some 20 different forms of actions were identified which applied to most product/service categories. These 20 approaches were in turn classified as belonging to one of four major types as follows:

Type 1: The allocation of more resources to existing programs, that is:

- expanded complaint bureaus for hearing and following up consumer complaints
- subsidization of consumer organizations
- stiffer penalties and exposure for firms guilty of unfair practices
- more policing of business practices and advertising
- easier access to couts to permit consumers to press charges

Type 2: Passing of additional laws controlling business

namely;

- laws to standardize and restrict the number of product models
- laws to require standard information on product construction, performance and care
- laws requiring sales personnel to meet minimum levels of qualification
- laws requiring consumer products to meet minimum levels of quality and performance
- laws requiring manufacturers and retailers to provide minimum levels of warranty and after-sales service
- laws establishing a government agency to control the retail price on consumer products and services
- modification of laws concerning existing tariffs and controls on imports so as to lower consumer prices

Type 3: Educational Programs

namely;

- government sponsored consumer affairs programs in high schools
- government sponsored programs on TV, radio, newspapers to help consumers become wiser shoppers.

- subsidized manpower training programs to prepare better qualified sales personnel

Type 4: Consumer Information

namely;

- a government sponsored, independent national testing centre for evaluating products and providing information to help consumers compare brands
- a program to gather and disseminate information on consumer satisfaction/dissatisfaction with retailers and garages, etc.
- establishment of information booths in major shopping centres where consumers can get information comparing products or stores
- government sponsorship of regularly published test reports on local newspapers comparing various brands of consumer products

In addition, participants on the study suggested four additional forms of government action which applied specifically to the area of automobile repair services, these were

- licensing laws which require garages to provide minimum guarantees, fair prices and qualified mechanics
- establishment of local automobile testing centres to advise automobile owners as to what repairs and services are needed
- subsidized manpower trining programs to provide more and better mechanics
- government sponsored auto care courses to help owners better understand the operation and care of their automobile

MAJOR CONCLUSIONS OF PHASE II

1. The most important shopping problems related to retail store characteristics which were identified by means of trade-off analysis, by product/service category, were as follows:

- Clothing/Footwear - poor quality material and workmanship
- Furniture/Appliances - inadequate guarantees and after sales service
- Automobile Repairs - incompetent mechanics
  - unfair business practices

2. When retail store characteristics studied in Part I were compared with some other choice factors involved in the choice of an outlet (again via trade-off analysis), it was found that:

   - the characteristics of the outlet were consistently rated more important than other choice factors
   - relative prices were rated as the second most important choice factor, except for clothing and footwear for which convenience of merchandise selection was judged second in importance

3. When direct measures of the importance of choice factors were employed, it was found that these measures provided identical rank orders of importance for the factors studied. They did not always, however, provide results which were the same in terms of their relative order of magnitude.

4. In contrast to their ability to enunciate their shopping problems (Phase I), participants were rather limited in their ability to identify innovative actions which consumers themselves might take to overcome these problems. The actions they did suggest, which were largely traditional in nature, fell into five broad categories:

   - refusal to deal with a particular retail outlet
   - formal complaints to the retailer, manufacturer, consumer protection agencies, a Better Business Bureau, or various media in an effort to publicize unfair practices
   - self-education and information
   - more support for consumer associations and groups
   - undertaking of legal proceedings

5. The participants in the research were somewhat more successful in specifying what types of actions they felt governments should sponsor or undertake in order to assist them as consumers. These actions, of which a total of 20 were mentioned frequently, fell into four categories:

   - the allocation of more resources to existing programs
   - passing of additional laws to control business practices
   - educational programs
   - consumer information programs

TABLE 2.1.1

RETAIL SERVICE RELATED ATTRIBUTES INFLUENCING CONSUMER SHOPPING PROBLEMS - CLOTHING/FOOTWEAR

CLOTHING STORES

SALES STAFF readily available and well informed	SALES STAFF not readily available and not well informed
MERCHANDISE good quality and workmanship	MERCHANDISE low quality and poor workmanship
IN-STORE CONVENIENCES provided to make shopping easier - convenient layout, alterations provided, refunds easier	IN-STORE CONVENIENCES not provided to make shopping easier - inconvenient layout, no alterations provided, refunds difficult
FAIR DEALINGS fair dealings emphasized -- truthful advertising of products and prices, sales staff concerned about the customer.	FAIR DEALINGS fair dealings not emphasized -- misleading advertising of products and prices, pushy sales staff.

TABLE 2.1.2

SERVICE RELATED ATTRIBUTES INFLUENCING CONSUMER SHOPPING PROBLEMS - AUTOMOBILE REPAIRS

AUTO REPAIR GARAGES

APPOINTMENTS AND ESTIMATES appointments and cost estimates are honoured, car completed when promissed	APPOINTMENTS AND ESTIMATES appointments and cost estimates not honoured, car not completed when promissed
MECHANICS qualified and competent	MECHANICS unqualified or incompetent
CONCERN FOR CUSTOMER garage shows a personal interest in customer's needs	CONCERN FOR CUSTOMER garage is impersonal and lacks concern for customer's needs
GUARANTEE garage practices policy of satisfaction guaranteed	GUARANTEE garage does not practice policy of satisfaction guaranteed
FAIR DEALINGS work done is really needed -- no over charging, no unnecessary parts	FAIR DEALINGS unfair billing practides -- charging for more time than used, parts replaced unnecessarily

TABLE 2.1.3

RETAIL SERVICE RELATED ATTRIBUTES INFLUENCING CONSUMER SHOPPING PROBLEMS - FURNITURE/APPLIANCES

FURNITURE AND APPLIANCE STORES

SALES STAFF readily available and well informed	SALES STAFF not readily available and not well informed
AFTER-SALES SERVICE services provided -- prompt delivery, dependable warranty service	AFTER-SALES SERVICE services neglected -- slow delivery, undependable warranty service
PRINTED INFORMATION information provided about product characteristics and performance	PRINTED INFORMATION information not provided about product characteristics and performance
FAIR DEALINGS fair dealings emphasized truthful advertising of products and prices, sales staff concerned about the customer	FAIR DEALINGS fair dealings not emphasized -- misleading advertising of products and prices, pushy sales staff

TABLE 2.1.4

CHOICE FACTORS INFLUENCING SELECTION OF A RETAIL OUTLET - CLOTHING AND FOOTWEAR

CLOTHING STORES

Character of the store helpful sales staff, quality goods, in-store convenience, fair dealings	Store noted for helpfulness and fair dealings		Store shows little concern for customers' interests or fair dealings
Proximity (time to get to store from home or work	Walking distance	Short drive (5 minutes or less	Longer drive (10 minutes or more)
Selection of products	Good selection or is near other clothing stores		Limited selection and is not near other clothing stores
Cost compared to other clothing stores	Prices 10 to 20% lower	Prices about equal	Prices 10 to 20% higher

TABLE 2.1.5

CHOICE FACTORS INFLUENCING SELECTION OF A RETAIL OUTLET - CLOTHING AND FOOTWEAR

AUTO REPAIR GARAGES

Character of the Garage appointments, e[illegible]ites qualified mechanics, concern for customers, guarantee, fair dealings	Highly professional		Lacks professionalism
Proximity (time to get to store from home or work	Walking distance	Short drive (5 minutes or less	Longer drive (10 minutes or more)
Speed of service	Repairs while you wait		Car must be left all day
Cost compared to other garages	Prices 10 to 20% lower	Prices about equal	Prices 10 to 20% higher

TABLE 2.1.6

CHOICE FACTORS INFLUENCING CHOICE OF A RETAIL OUTLET - CLOTHING AND FOOTWEAR

FURNITURE AND APPLIANCE STORES

Character of the store	Store noted for helpfulness and fair dealings		Store shows little concern for customers' interests or fair dealings
Proximity (time to get to store from home or work	Walking distance	Short drive (5 minutes or less	Longer drive (10 minutes or more)
Selection of products	Good selection or is near other furniture and appliance stores		Limited selection and is not near other furniture and appliance stores
Cost compared to other furniture and appliance stores	Prices 10 to 20% lower	Prices about equal	Prices 10 to 20% higher

TABLE 2.2

RELATIVE IMPORTANCE (UTILITIES) ACCORDED TO RETAIL SERVICE DIMENSINOS

CONJOINT MEASUREMENT - AGGREGATE ANALYSIS

			CLASSIFICATION OF RESPONDENTS							
RODUCT/SERVICE ATEGORY	RETAIL SERVICE DIMENSION	TOTAL SAMPLE (n=113)	NEIGHBOURHOOD INCOME LEVEL		CITY				
			UPPER (n=66)	LOWER (n=47)	VANCOUVER (n=24)	REGINA (n=26)	OTTAWA (n=17)	QUEBEC (n=28)	HALIFA (n=18)
lothing/Footwear Women)	Sales Staff	0.50	0.39	0.57	0.40	0.64	0.56	0.55	0.42
	Merchandise	1.66	1.72	1.58	1.73	1.68	1.74	1.56	1.71
	In-Store Convenience	0.73	0.67	0.74	0.64	0.62	0.60	0.81	0.62
	Fair Dealings	0.67	0.67	0.80	0.66	0.62	0.55	0.78	0.72
urniture/Appli- nces Women)	Sales Staff	0.81	0.79	0.79	0.93	0.65	0.77	0.57	0.80
	After Sales Services	1.32	1.34	1.33	1.20	1.51	1.50	1.26	1.21
	Printed Information	0.63	0.65	0.57	0.57	0.65	0.54	0.69	0.62
	Fair Dealings	1.09	1.08	1.14	1.17	0.94	0.94	1.28	1.23

TABLE 2.2 (CONT'D)

		(n=92)	(n=61)	(n=31)	(n=19)	(n=21)	(n=9)	(n=26)	(n=17)
rniture/Applian- s en)	Sales Staff	0.79	0.76	0.88	1.08	0.70	0.77	0.72	0.80
	After Sales Service	1.41	1.44	1.30	1.12	1.50	1.50	1.41	1.41
	Printed Information	0.62	0.59	0.65	0.67	0.51	0.76	0.72	0.63
	Fair Dealings	1.01	0.99	1.06	1.07	1.01	0.77	0.98	0.99
omobile Repairs en)	Appointments/ Estimates	0.45	0.46	0.78	0.70	0.58	0.54	0.35	0.51
	Competent Mechanics	1.73	1.71	1.44	1.66	1.55	1.63	1.62	1.90
	Concern for Customers	0.35	0.41	0.76	0.11	0.56	0.38	0.39	0.43
	Guarantee	0.69	0.68	0.75	0.91	1.00	0.71	0.59	0.61
	Fair Dealings	1.09	1.11	1.09	0.95	0.98	1.19	1.33	0.77

TABLE 2.3

RELATIVE IMPORTANCE (UTILITIES) ACCORDED TO RETAIL STORE CHARACTERISTICS COMPARED TO OTHER CHOICE FACTORS

CONJOINT MEASUREMENT - AGGREGATE ANALYSIS

					CLASSIFICATION OF RESPONDENTS				
			NEIGHBOURHOOD INCOME LEVEL		CITY				
PRODUCT/SERVICE CATEGORY	RETAIL SERVICE DIMENSION	TOTAL SAMPLE (n=113)	UPPER (n=66)	LOWER (n=47)	VANCOUVER (n=24)	REGINA (n=26)	OTTAWA (n=17)	QUEBEC (n=28)	HALIF (n=18
Clothing/Footwear (Women)	Character of Store	1.28	1.08	1.27	1.11	1.23	0.89	1.28	1.20
	Proximity	0.36	0.61	0.54	0.34	0.25	0.05	0.30	0.44
	Convenience of Merchandise Selection	1.28	1.06	1.24	1.04	1.28	0.97	1.22	1.19
	Low Prices	1.19	1.34	1.26	1.39	1.35	1.81	1.18	1.23
Furniture/Appliances (Women)	Character of Store	1.46	1.36	2.10	1.26	1.45	1.21	1.83	1.53
	Proximity	0.29	0.31	0.16	0.35	0.02	0.03	0.24	0.09
	Convenience of Merchandise Selection	1.02	1.01	0.40	0.89	0.95	1.18	0.67	0.90
	Low Prices	1.09	1.22	0.56	1.34	1.07	1.32	0.90	1.31

TABLE 2.3 (CONT'D)

		(n=92)	(n=61)	(n=31)	(n=19)	(n=21)	(n=9)	(n=26)	(n=17)
rniture/Applian- es Men)	Character of Store	1.36	1.13	1.46	1.23	1.46	1.12	1.46	1.07
	Proximity	0.31	0.53	0.04	0.57	0.22	0.69	0.35	0.00
	Convenience of Merchandise Selection	0.96	0.86	1.09	0.89	0.47	1.09	0.71	0.61
	Low Prices	1.27	1.53	0.78	1.47	1.16	1.44	1.16	1.59
tomobile Repairs Men)	Character of Garage	1.80	1.73	2.18	1.64	1.72	1.72	1.74	1.73
	Proximity	0.02	0.25	0.13	0.30	0.30	0.30	0.35	0.25
	Speed of Service	0.43	0.27	0.19	0.56	0.24	0.24	0.41	0.27
	Costs	1.25	1.32	0.41	1.31	1.33	1.33	1.19	1.32

TABLE 2.4

RELATIVE IMPORTANCE ACCORDED TO RETAIL STORE CHARACTERISTICS COMPARED TO OTHER CHOICE FACTORS

GRAPHIC RATING SCALE - AGGREGATE ANALYSIS

PRODUCT/SERVICE CATEGORY	CHOICE FACTOR	AVERAGE RATING RATING (scale 1=little importance 2=high importance	
Clothing/Footwear (Women)	Character of Store	9.13	
	Low Prices	7.81	
	Proximity	2.61	
	Convenience of Merchandise Selection	7.98	
		(women)	(men)
Furniture/Appliances (Women/Men)	Character of Store	9.26	8.86
	Low Prices	7.72	7.49
	Proximity	1.94	1.83
	Convenience of Merchandise Selection	7.63	6.57
Automobile Repairs (Men)	Character of Garage	9.02	
	Low Prices	6.92	
	Proximity	3.51	
	Speed of Service	5.41	

TABLE 2.5

COMPARISON OF THE IMPORTANCE OF RETAIL OUTLET CHOICE FACTOR LEVELS AS DERIVED FROM CONJOINT MEASUREMENT AND GRAPHIC RATING SCALES

CHOICE FACTOR	PRODUCT/SERVICE							
	CLOTHING		FURNITURE(W)		FURNITURE(M)		AUTO REPAIRS	
	CONJOINT	GRAPHIC	CONJOINT	GRAPHIC	CONJOINT	GRAPHIC	CONJOINT	GRAPHIC
Character of store/ garage	1.28 (1)*	9.13 (1)	1.46 (1)	9.26 (1)	1.36 (1)	8.86 (1)	1.80 (1)	9.02 (1)
Prices 10-20% lower	1.19 (3)	7.81 (3)	1.09 (2)	7.72 (2)	1.27 (2)	7.48 (2)	1.25 (2)	6.92 (2)
Store/garage within walking distance	0.36 (4)	2.61 (4)	0.29 (4)	1.94 (4)	0.31 (4)	1.83 (4)	0.02 (4)	3.51 (4)
Convenience of merchandise selection	1.28 (1)	7.98 (2)	1.02 (3)	7.63 (3)	0.96 (3)	6.58 (3)	--	--
Speed of Service	--	--	--	--		--	0.43 (3)	5.41 (3)

*( ) Numbers in parenthesis indicate rank orders of importance

TABLE 2.6.1

SUMMARY OF CONSUMER SOLUTIONS TO SPECIFIC SHOPPING PROBLEMS

CLOTHING AND FOOTWEAR

PROBLEM A) Lack of Merchandise of Good Quality and Workmanship

NUMBER OF TIMES MENTIONED		SOLUTIONS
48	a)	Refuse to buy/Shop elsewhere
25	b)	Complain to management
14	c)	Return merchandise
4	d)	Write to manufacturer
3	e)	Make stores more aware of quality control system
3	f)	Sew your own clothes
2	g)	Ask the manager or buyer if they make special orders or add to their selection
2	h)	Comparison Shop
1	i)	Shop at better quality stores
1	j)	Shop early
1	k)	Report to Government Agency
1	l)	Report to Consumers' Association of Canada
1	m)	Report to Better Business Bureau

PROBLEM B) Lack of In-Store Conveniences to Make Shopping Easier

(layouts, alterations, refunds)

NUMBER OF TIMES MENTIONED		SOLUTIONS
32	a)	Complain to management
30	b)	Avoid the store and tell them why
2	c)	More courses within stores to teach sales staff about products
2	d)	Notify Government agency
1	e)	Check on policy of refunds before buying goods

1	f)	More education for consumers, i.e., astute shopping and judgements
1	g)	Report to Better Business Bureau

PROBLEM C) Lack of Fair Dealings (Misleading, pushy)

NUMBER OF TIMES MENTIONED		SOLUTIONS
33	a)	Avoid the store
23	b)	Complain to management and to staff involved
12	c)	Complain to the Better Business Bureau
5	d)	Complain to Action Line or denounce publicly in some other way
4	e)	Report to a Government Agency
2	f)	Blacklist with friends
1	g)	More Customer Service departments in each store
1	h)	Don't listen to advertising
1	i)	Shop cautiously - take care before purchasing

PROBLEM D) Lack of Adequate Numbers of Informed Sales People

NUMBER OF TIMES MENTIONED		SOLUTIONS
28	a)	Complain to management
14	b)	Shop elsewhere
6	c)	Be informed yourself
6	d)	More courses to teach sales staff about products
3	e)	Deal only with Department manager
1	f)	Show manager how ill informed sales people harm store's reputation
1	g)	More staff hired by management
1	h)	Demand more information on articles as sales people aren't trained
1	i)	Offering incentives, like larger salaries, bonuses, etc. to salespersons; the better the salesperson, the more the rewards

TABLE 2.6.2

SUMMARY OF CONSUMER SOLUTIONS TO SPECIFIC SHOPPING PROBLEMS

FURNITURE AND APPLIANCES (WOMEN)

PROBLEM A) Lack of Printed Information to Compare Products

NUMBER OF TIMES MENTIONED		SOLUTIONS
22	a)	Complain to store management
14	b)	Repeated requests to manufacturer
9	c)	Do not purchase article which has no information
5	d)	Check Consumer Reports - should be made more easily available
4	e)	Write to Consumers Union for investigation and information
3	f)	More brochures available to the public on comparison
3	g)	Complain to the Better Business Bureau
3	h)	Shop elsewhere
2	i)	Go to the library and consult information available there
1	j)	Go and compare them on your own
1	k)	Consult with people such as family or friends who have experience with some of these products
1	l)	Lobby government to print monthly consumer research reports
1	m)	Ask salesperson for printed information - there probably is some tucked away somewhere
1	n)	Purchase only well known, proven brands

PROBLEM B) Lack of Fair Dealings (misleading, pushy)

NUMBER OF TIMES MENTIONED		SOLUTIONS
39	a)	Take your business elsewhere
31	b)	Complain to the management

20	c) Seek help through the Consumer Bureau and newspaper consumer help columns
8	d) Notify Better Business Bureau
6	e) With definite misleading advertising notify advertising council or consumer protection office
6	f) Publicly denounce such practices in both written and oral form
3	g) Know what you are looking for so you don't have to rely on pushy salespeople/Comparison shop
2	h) Complain to Head Office
2	i) Inform salesperson of these unpleasant characteristics
2	j) Do not believe advertising - inspect merchandise personally
1	k) Blacklist store with others
1	l) Prosecute if necessary
1	m) More exchange of information among consumers concerning where and how to complain most effectively

PROBLEM C) Lack of After-Sales Serrvice and Prompt Delivery

NUMBER OF TIMES MENTIONED	SOLUTIONS
30	a) Complain to management
29	b) Cancel order and/or shop elsewhere
19	c) Complain to any complaint bureau such as Action Line, the Better Business Bureau, etc.
9	d) Call management and refuse payment
8	e) Notify manufacturer of poor service
4	f) By discouraging friends, neighbours, etc. to shop at the store
5	g) Complain to Head Office
4	h) To not pay cash - try to get 90 days, which is the same as cash terms
4	i) Make sure you know what sales service is offered and whether their delivery is prompt or not (in writing)

2	j)	Be able to pick up own product and care more for it
2	k)	Hire independent service and send bill to retailer
1	l)	Threaten to destroy credit card
1	m)	Demand better service
1	n)	Take legal action
1	o)	Get the store to phone before they deliver
1	p)	Refuse products delivered too long after purchase

PROBLEM D) Lack of Adequate Numbers of Informed Sales People

NUMBER OF TIMES MENTIONED		SOLUTIONS
42	a)	Complain to management
18	b)	Take your business to another retail outlet
14	c)	Should be a certain period of classes before starting to work/Train their people
3	d)	Write to general manager at parent company
3	e)	Deal only with department manager
2	f)	Refuse to finalize a sale until you are satisfied you know the product
2	g)	Staff should study their product
1	h)	Consumers should attend courses to become more knowledgeable
1	i)	Research item yourself by comparison

2	j) Be able to pick up own product and care more for it
2	k) Hire independent service and send bill to retailer
1	l) Threaten to destroy credit card
1	m) Demand better service
1	n) Take legal action
1	o) Get the store to phone before they deliver
1	p) Refuse products delivered too long after purchase

PROBLEM D) Lack of Adequate Numbers of Informed Sales People

NUMBER OF TIMES MENTIONED	SOLUTIONS
42	a) Complain to management
18	b) Take your business to another retail outlet
14	c) Should be a certain period of classes before starting to work/Train their people
3	d) Write to general manager at parent company
3	e) Deal only with department manager
2	f) Refuse to finalize a sale until you are satisfied you know the product
2	g) Staff should study their product
1	h) Consumers should attend courses to become more knowledgeable
1	i) Research item yourself by comparison shopping
1	j) Encourage stores to hire more staff and fewer part-time people. Big department stores are very cheap with their staff-mostly part-time people to get out of paying benefits. Small stores fire sales people who do not make quotas

TABLE 2.6.3

SUMMARY OF CONSUMER SOLUTIONS TO SPECIFIC SHOPPING PROBLEMS

FURNITURE AND APPLIANCES (MEN)

PROBLEM A) Lack of Printed Information to Compare Products

NUMBER OF TIMES MENTIONED		SOLUTIONS
20	a)	Complain to retailer and request information
14	b)	Write to supplier for information
10	c)	Shop elsewhere
9	d)	Complain to manufacturer in writing
8	e)	Check Consumer Reports/Canadian Consumer
6	f)	Become educated in knowing difference in products before purchasing
5	g)	Lobby to Consumer action groups
4	h)	Contact Consumer Affairs Department
3	i)	Refuse to buy products that lack adequate information
2	j)	Contact the Better Business Bureau
2	k)	Comparative Shopping
1	l)	Buy at those tores which produce best printed information
1	m)	Buy only well known brands

PROBLEM B) Lack of Fair Dealings (Misleading, Pushy)

NUMBER OF TIMES MENTIONED		SOLUTIONS
35	a)	Refuse to patronize
16	b)	Complain to management/Head Office
15	c)	Report illegal practices to authorities or consumer groups - maintain lists of guilty firms
14	d)	Complain to the Better Business Bureau
10	e)	Blacklist/Complain to friends/Public denouncement
5	f)	Write to Action Line

4	g)	Write to the Chamber of Commerce
4	h)	Take legal action
2	i)	Request full disclosure in written contract
2	j)	Complain to manufacturer
1	k)	Suggest elimination of commission sales staff
1	l)	Write to your Member of Parliament
1	m)	Let the buyer beware
1	n)	Study what you need before going to store and do not settle for less
1	o)	More support for consumer associations to enable them to better publicize abuses

PROBLEM C) Lack of After-Sales Service and Prompt Delivery

NUMBER OF TIMES MENTIONED		SOLUTIONS
28	a)	When warranties are not honoured, send written complaint to store and to the manufacturer
23	b)	Take business elsewhere
10	c)	Report case to Consumers and Corporate Aff. or the Better Business Bureau
7	d)	Refuse item if it is not delivery promptly/cancel
7	e)	Tell the management you will shop at his competition next time
6	f)	Hold back part of purchase price
4	g)	Write to Action Line
4	h)	Take legal action
3	i)	Request a contract
3	j)	Pester the hell out of the store
3	k)	Complain to friends
2	l)	Take class actions
2	m)	Specify in contract the time of delivery
1	n)	Complain to trade association
1	o)	Ask for store policy and keep reminding them of what they told you if service is not adequate
1	p)	Return products for which after-sales service is unsatisfactory

PROBLEM D) Lack of Adequate Numbers of Informed Sales People

NUMBER OF TIMES MENTIONED		SOLUTIONS
30	a)	Complain to Manager and send written complaint to Head Office
27	b)	Refuse to patronize
5	c)	Companies should hold training courses
3	d)	Complain to manufacturer
3	e)	Complain to trade association
2	f)	Screen employees better
1	g)	Acquire product information yourself
1	h)	Be tolerant
1	i)	Turn in your charge card
1	j)	Sales persons be identified by years of 'service', 'trainee', or similar
1	k)	Discourage stores from using part-time personnel

TABLE 2.6

SUMMARY OF CONSUMER SOLUTIONS TO SPECIFIC SHOPPING PROBLEMS

AUTOMOBILE REPAIR SERVICES

PROBLEM A) Lack of Concern for Customers (Impersonal, not concerned about customers needs)

NUMBER OF TIMES MENTIONED	SOLUTIONS
39	a) Do not patronize
19	b) Tell the manager
6	c) Let the car manufacturer know
6	d) Pass bad word on to others
2	e) Communication - get to know your serviceman
1	f) Write to you Member of Parliament
1	g) Mechanics cooperatives

PROBLEM B) Lack of Estimates, Appointments and Work Completed on Time

NUMBER OF TIMES MENTIONED	SOLUTIONS
32	a) Go elsewhere
15	b) Complain to manager of operation and parent company
8	c) Blacklist/complain to friends
5	d) Request estimates in writing and ask to be consulted if cost is over
4	e) Complain to Better Business Bureau
2	f) Complain to auto dealer association
1	g) Don't pay for unauthorized work
1	h) Payment at equivalent rate of service
1	i) Write to your Member of Parliament
1	j) Organize class action
1	k) Be patient - learn how to wait

PROBLEM C) Lack of Qualified, Competent Mechanics

NUMBER OF TIMES MENTIONED	SOLUTIONS
39	a) Refuse to patronize
8	b) Complain to management
6	c) Complain to Chamber of Commerce or Better Business Bureau
3	d) Complain to consumer protection groups
2	e) Formal system of rating of garages (eg. CAA)
2	f) Demand satisfaction
2	g) Push government to enforce/establish standards re mechanics certification
2	h) Manufacturers training to keep them up to date
1	i) Ask to see mechanics qualifications
1	j) Approach provincial agencies

PROBLEM D) Lack of Honest Dealings (extra charges and parts)

NUMBER OF TIMES MENTIONED	SOLUTIONS
18	a) Refuse to patronize
12	b) Consider legal action/take to court
11	c) Complain to manager
9	d) Blacklist/tell friends/picket company/ denounce publicly
6	e) Tell the Better Business Bureau
6	f) Ask to see old parts
4	g) Itemize work to be done
4	h) Call Consumer Affairs
4	i) Complain to manufacturer
3	j) Write to Action Line
2	k) Refuse to pay bill
1	l) Price lists posted
1	m) Put sign in your car window
1	n) Demand a fair deal
1	o) Report to police
1	p) Class actions

PROBLEM E) Lack of Adequate Guarantee Practices

NUMBER OF TIMES MENTIONED	SOLUTIONS
22	a) Refuse to Patronize
9	b) Complain to management
8	c) Complain to manufacturer
7	d) Insist on written guarantee before work is done
4	e) Call Consumers Affairs or Better Business Bureau
3	f) Take legal action
3	g) Publicity
2	h) Shop around
1	i) Support association garages
1	j) Write a guarantee yourself and have it witnessed
1	k) Demand reduced charges

TABLE 2.7.1

SUMMARY OF GOVERNMENT ACTIONS SUGGESTED BY CONSUMERS TO RESOLVE SPECIFIC SHOPPING PROBLEMS

CLOTHING AND FOOTWEAR

PROBLEM A) Lack of Merchandise of good quality and workmanship

NUMBER OF TIMES MENTIONED		SOLUTIONS
17	a)	Make certain standards to be followed
10	b)	Merchandise should be above a particular standard or not allowed to be presented for sale
9	c)	Degree of workmanship label and care instructions - required by law-enforced by inspectors
4	d)	Enforce CSA standards on imported goods and upgrade the Canadian ones
2	e)	Control for safety standards, e.g., fireproof
2	f)	Encourage industry to provide good quality merchandise
2	g)	Allow more imports
1	h)	Enforce sizing legislation
1	i)	Educate the consumer to what is good
1	j)	Government should set controls on standards in relation to pricing

PROBLEM B) Lack of In-store Conveniences

NUMBER OF TIMES MENTIONED		SOLUTIONS
4	a)	Government set up standards for layout per sq. foot in case of fire and amount of people per square foot
4	b)	Require stores to extend the courtesy of returns
2	c)	Require stores to be responsible for the merchandise they sell

1	d) Create a funded complaint bureau that is authorized to take legal action
1	e) Consumer reports on the stores
1	f) Free alterations for women

PROBLEM C) Lack of Fair Dealings

NUMBER OF TIMES MENTIONED	SOLUTIONS
13	a) Stiffer fines
8	b) Better enforcement of the laws
8	c) Legislation re advertising
3	d) Create a funded complaint bureau that is authorized to take legal action
3	e) Take away business license
3	f) Warn/educate the public
2	g) Ensure that all consumer complaints are followed up
2	h) Legislate against abuse
1	i) Send inspectors to observe unfair practices
1	j) Publicize activities of firms which abuse consumers
1	k) Forbid commission sales with respect to clothing

PROBLEM D) Lack of Adequate Numbers of Sales People

NUMBER OF TIMES MENTIONED	SOLUTIONS
9	a) Set up training for sales people
1	b) Should have to have a given number of people in the store (according to size)
1	c) Improve standards
1	d) Basic salary for experienced sales persons - higher than untrained staff

1	e) Legislation - so many sales persons per number of sales
1	f) Could legislate how many part time staff can be employed in ratio to full time staff
1	g) Make care labelling mandatory

TABLE 2.7.2

SUMMARY OF GOVERNMENT ACTIONS SUGGESTED BY CONSUMERS TO RESOLVE SPECIFIC SHOPPING PROBLEMS

FURNITURE AND APPLIANCES (WOMEN)

PROBLEN A) Lack of Printed Information to Compare Products

NUMBER OF TIMES MENTION		SOLUTIONS
38	a)	Make this service compulsory/forbid sales of products not meeting requirement
12	b)	Require the manufacturer to supply information on his product to the stores that sell his product
4	c)	Government testing facilities and publication of results
3	d)	Make manufacturers list what everything is made from
2	e)	Quality controls set by government
2	f)	Set up complaint bureau - that is authorized to take legal action
2	g)	Education of public
2	h)	Encourage purchase of products made in Canada
1	i)	Companies to supply booklets on their products/Go to a major publishing firm for consumers
1	j)	Require manufacturer of products to enclose complete printed specifications and performance guarantees with each item: same information available for each item - standard form for comparison purposes

PROBLEM B) Lack of Fair Dealings

NUMBER OF TIMES MENTIONED		SOLUTIONS
16	a)	Impose fines on stores that are found not fair
16	b)	Fines for misleading advertising
11	c)	Prosecute offenders/Revoke license
6	d)	Set up complaint bureau that can take legal action
2	e)	Remove dangerous products from the market
1	f)	Stress results of false advertising
1	g)	Truth in advertising legislation enforcement
1	h)	Education to teach people not to believe advertising
1	i)	Give more power to Consumer Protection Bureaus

PROBLEM C) Lack of After Sales Service

NUMBER OF TIMES MENTIONED		SOLUTIONS
5	a)	Require manufacturers to provide guarantee for a certain length of time for major appliances
4	b)	Guaranteed after sales service written into sales contract and enforced
3	c)	Set up complaint bureau to make life unpleasant for companies with poor servicing, e.g., Action Line
3	d)	Fines for stores that don't provide adequate after sales service
2	e)	Easily accesible ombudsman in each region
2	f)	Have a consumer organization with information available as to a firm's reputation
1	g)	Make available other people's problems and solutions
1	h)	Create a funded complaint bureau that can take legal action against stores
1	i)	Require delivery date to be written on bill; sale annulled if not delivered on time

PROBLEM D) Lack of Adequate Numbers of Sales Persons

NUMBER OF TIMES MENTIONED	SOLUTIONS
11	a) The store should have a short compulsory course for all employees plus there should be some tests as to whether or not the party is intelligent enough to deal with the job/Also continuous update courses
6	b) Government sponsored courses on selling, perhaps through manpower re-training programs
3	c) High school training
2	d) Prepare rulings of number of sales people per square foot of store space
2	e) Require a certificate of qualification
1	f) Cut unemployment by paying stores allowances to employ suitable amount of work for teenagers etc., instead of paying welfare to some

TABLE 2.7.3

SUMMARY OF GOVERNMENT ACTIONS SUGGESTED BY CONSUMERS TO RESOLVE SPECIFIC SHOPPING PROBLEMS

FURNITURE AND APPLIANCES (MEN)

PROBLEM A) Lack of Printed Information to Compare Prices

NUMBER OF TIMES MENTIONED		SOLUTIONS
10	a)	Require that manufacturers must supply this information in a standard form
8	b)	Legislate for proper labels
7	c)	Test center
9	d)	Require that distributors must supply this information
4	e)	Fines
9	f)	Establish standards information and testing methods
3	g)	Rating information on products (as per Consumer Reports) after testing by experts
1	h)	CCA act on written complaints
1	i)	Require manufacturer to include instruction sheet with appliance
3	j)	Require by law certain key information
1	k)	Legal requirement for a certain standardization of products
1	l)	Require respect of existing laws
1	m)	Require and verify specific specifications on the part of manufacturers
2	n)	Publication of a book comparing products
3	o)	Increase number of persons in CAC
2	p)	Setting up of information counters in large shopping centres
1	q)	Require company to provide information comparing their product with at least three others
3	r)	Monthly publication comparing products
2	s)	Educate consumers by TV
	t)	Require questionnaire to be attached to be sent to government if dissatisfied

PROBLEM B) Lack of Fair Dealings

NUMBER OF TIMES MENTIONED		SOLUTIONS
13	a)	Stiffer penalties supported by more extensive surveillance
9	b)	Weekly list denouncing merchants found guilty
5	c)	Laws to limit advertising (quantity), for certain types of products, for children
6	d)	Increase number of inspectors/more people to check validity of ads
6	e)	Prosecution/easier access to courts
5	f)	Bureaus to deal with guilty merchants
2	g)	Cancellation of licenses
4	h)	More public information on bad practices by newspapers, radio, TV
3	i)	Laws for bidding pressure selling/Legislate maximum $ of staff on commission
	j)	Require membership in Better Business Bureau
	k)	Restrict lost leading
3	l)	More truth in advertising
2	m)	Require business license
6	n)	Legislate and enforce

PROBLEM C) Lack of After-Sales Service

NUMBER OF TIMES MENTIONED		SOLUTIONS
4	a)	Require manufacturer to have at least one repair shop in the areas where they sell their products
6	b)	Make it easier to take legal recourse against companies not honouring guarantees
9	c)	Legal obligation to provide reasonable guarantee service
1	d)	Require home repair information
5	e)	Complaint Bureau/Ombudsman backed up by Inspectors

1	f) Store rating system
6	g) Legislate
2	h) Licensing
1	i) Establish standards
1	j) Testing by government at 1 year, 2 years

PROBLEM D) Lack of Adequate Number of Sales People

NUMBER OF TIMES MENTIONED	SOLUTIONS
10	a) Require store training program
4	b) Adult training course in high schools
2	c) Laws setting minimum training standards for salesmen
	d) Guidelines for stores when hiring
1	e) Tax if no trained staff
3	f) Licensing

TABLE 2.7.4

SUMMARY OF GOVERNMENT ACTIONS SUGGESTED BY CONSUMERS TO RESOLVE SPECIFIC SHOPPING PROBLEMS

AUTOMOBILE REPAIR SERVICES

PROBLEM A) Lack of Concern for Customers

NUMBER OF TIMES MENTIONED	SOLUTIONS
9	a) Keep out of this area
4	b) Testing by government
2	c) Accreditation before license
3	d) Licensing of mechanics
3	e) Blacklist garages which have no customer concern
3	f) Prosecute guilty garages
2	g) Educate the garage personnel
2	h) Inspectors to control garages
2	i) Complaint office that will follow up

PROBLEM B) Lack of Estimates/Incorrect Estimates

NUMBER OF TIMES MENTIONED	SOLUTIONS
8	a) Legislate for manditory estimates
7	b) Keep out of this area
3	c) Consumer and Corporate Affairs phone in and follow up
2	d) Licensing of mechanics
2	e) Blacklist garages
2	f) Testing centers that given correct estimates
1	g) Accreditation system
1	h) Prosecution
1	i) Easier access to courts for prosecution
1	j) Post costs in garage
1	k) Standard contract form
1	l) Require garage to contact owner if estimate is going to change
1	m) Ombudsman

PROBLEM C) Lack of Qualified Mechanics

NUMBER OF TIMES MENTIONED	SOLUTIONS
14	a) License all mechanics
13	b) Legislate employment requirements
9	c) Require refresher course to keep certificates of qualifications
8	d) Subsidize manpower training and upgrading
8	e) Rating exams competence
5	f) Monitor or testing of mechanics
2	g) Blacklist certain mechanics
1	h) Prosecution
3	i) Keep out of this area
2	j) Mechanic required to display certificate
3	k) Enforce standards
1	l) Apprenticeship program .
1	m) Office to follow up complaints
1	n) Require hiring of qualified persons only
1	o) Adult training courses
3	p) Higher standards for certificate of competence
2	q) Make mechanics courses available to largest number of persons available
3	r) Inform public of abuses
1	s) Limit number of apprentices to 1/3 number of fully qualified mechanics

PROBLEM D) Lack of Fair or Honest Dealings

NUMBER OF TIMES MENTIONED	SOLUTIONS
29	a) Stiffer penalties and obligation to reimburse owner
8	b) Prosecute
7	c) Legislate standards
4	d) Follow up written complaints (CCA)
1	e) Ensure Better Business Bureau practices enforced
2	f) Blacklist
4	g) Cancel license
3	h) Establish standards

2	i) Spot check - surveys done by government
3	j) Keep out of this area
4	k) Test stations to assess needs
1	l) Ombudsman with power
1	m) Price controls
1	n) Rating
5	o) Complaint bureau readily accessible

PROBLEM E) Lack of Guarantees on Work

NUMBER OF [illegible] MENTIONED	SOLUTIONS
50	a) Legislate a minimum guarantee (30-60 days)
3	b) Action on written complaints (CCA)
3	c) Establish minimum standards
3	d) Prosecution
2	e) License
1	f) Blacklist
1	g) Testing
2	h) Access to Courts
2	i) Keep out of this area
1	j) Retail association with power to suspend
1	k) Ombudsman
1	l) Encourage firm to have guarantees

PHASE III

EVALUATION OF PROBLEM SOLUTIONS AND THE STABILITY OF MEASURES EMPLOYED

OBJECTIVES OF PHASE III

The data collected in Phase III was primarily related to objective 3 and objective 5 of the overall research project. It will be recalled that these objectives were:

OBJECTIVE 3: Measurement Methods

And in particular,

- to evaluate the reliability/stability over time of [illegible] measures related to prepurchase information search and processing.

OBJECTIVE 5: Solutions to Prepurchase Information Search Problems

For product/service categories and situations that consumers perceive to present major problems,

- to identify existing actions, policies or programs (originating within either public or private sector) which consumers perceive as most helpful in assisting them to overcome prepurchase information search and processing problems.
- to identify the types of actions, policies or programs which consumers would like to see instituted to further assist them in solving or reducing their prepurchase information search and processing problems.

In operational terms, the efforts in Phase III that related to Objective 3 were the replication of certain of the conjoint measurements for purposes of assessing measurement stability. The efforts in Phase III that related to Objective 5 were the utilization of rating scales to assess the solutions identified via open-ended questioning during Phase III.

METHODOLOGYY

EVALUATION OF POSSIBLE SOLUTIONS TO CONSUMER SHOPPING PROBLEMS

As discussed in the preceeding chapter, the analysis of participants' suggestions concerning possible solutions to major shopping problem dimensions resulted in the identification of a total of 24 possibilities classified into four general categories. In order to obtain a more systematic and comprehensive evaluation of the relative desirability of each suggestions across all persons in the study, all participants rated the 24 suggestions in terms of their desirability on a four point scale. The instructions for completing the scales requested participants to consider the feasibility and the costs/benefits associated with each idea in making their evaluations of desirability. The actual instrument completed by participants is reproduced in Annex G. Following completion of the rating scale, participants were subsequently requested to select a limited number of actions to which they would accord priority of setting up government programs to assist consumers Participants were free to select as many or few actions as they wished.

EVALUATION OF STABILITY OF MEASURES EMPLOYED

In order to assess the relative stability of the various measures employed to examine consumer trade-offs among prepurchase information search and processing problems, each type of measure was administered a second time to individuals who had participated in Phase II. These measures were obtained during the month of February 1978 resulting in a total elapsed time of approximately three months between the original and the repeat measures. To minimize respondent fatigue only a sub-set of the original measures were administered a second time. This sub-set included:

- full profile method conjoint measures related to retail service problem dimensions. Male respondents provided repeat measures for automobile repair services and furniture/appliances. Female participants reevaluated trade-offs related to clothing/footwear and furniture/appliance problems. (Annex B)

- paired choice conjoint measure related to retail service problem dimensions. Male and female participants dealt with the same product/service categories as for the full profile method above. (Annex C)

- direct measures of attribute level importance involved the same graphic scales (Annex E) employed in Phase III. These attribute levels concerned all factors affecting retail outlet choice for automobile repair services (men), clothing/footwear (women) and furniture/appliances (men and women).

RESULTS

EVALUATION OF POSSIBLE SOLUTIONS TO CONSUMER SHOPPING PROBLEMS

The evaluations of participants concerning the desirability of the different government actions as means of contributing to the solution of consumer problems are summarized in Table 3.1. As can be seen, five types of action were rated as more desirable than all others by both men and women participants. These actions were:

- stiffer penalties for firms found guilty of unfair practices
- certification of products to ensure minimum quality and performance standards
- laws requiring manufacturers to supply standard information on construction, performance and care of products
- licensing of repair garages to provide minimum standards and fair pricing
- laws requiring minimum levels of warranty and after sales service

A number of other actions were also judged as being desirable by participants but there was less consistency across men and women as to the relative order of desirability of these actions. It should also be noted that women had a tendency to rate all forms of action as being more desirable than did men.

Table 3.2 provides the scores and corresponding rankings obtained from the data in which participants were asked to select those actions which they felt should be accorded priority by governments in the setting up of programs to aid consumers resolve their major shopping problems. Using a scoring system resembling that employed in the analysis of NGT data (see Chapter 1), those programs which were selected frequently and accorded high priority by individuals received high group priority scores and so on.

In general, the priorities accorded by participants to implementing an action reflected the desirability of that action as they viewed it. Thus, the actions involving Stiffer Penalties, Product Certification, Required Information, Licensing of Garages and Required Warranty Service which were rated as desirable were also accorded high priority. There were, however, several possible actions whose relative position changed across the two measures. For example, High School Education was rated higher on the priority scale than on the desirability scale while programs to make available information concerning Satisfaction/ Dissatisfaction with respect to Retailers was accorded a lower rating on the priority scale than the desirability scale. Perhaps the most striking example of such differences concerned the item Price Controls. This action was rated quite low in terms of desirability but was accorded a relatively high priority as an area for government action, particularly by women participants.

As a final comment, the reader is reminded that even those actions rated low in terms of desirability must be so judged in a relative sense. It will be recalled that the list of possible actions presented to participants was composed only of those actions which had received frequent mention in Phase II. As such, certain actions not accorded top priority on an overall basis may still be quite relevant as solutions to particular types of shopping problems for specific consumer segments

Differences Across Consumer Segments

In accordance with the overall objectives of the research, analyses were carried out to determine if the desirability of various government actions which might be undertaken in order to assist consumers varied across consumer segments defined on the basis of both income level and geographic region. The results of these analyses are summarized in Table 3.3. As shown, the greatest number of differences were found between upper and lower income neighbourhoods for male participants. In all instances involving significant differences, lower income participants (men) judged each of the government actions to be more desirable than did upper income participants. Only three significant differences were found across women from upper and lower income neighbourhoods. Two of these were in the same direction as for male participants (that is, actions judged more desirable by lower income women) while one (Newspaper Information) was rated more highly desirable by upper income neighbourhood women.

A total of seven significant differences (four for men, three for women) were found across consumer segments defined by geographic regions. As in previous analyses of this type, clear trends or patterns were more difficult to identify although as a general comment both Quebec City and Halifax tended to be at the positive and negative extremities in terms of rating the desirability of the various government actions.

EVALUATION OF STABILITY OF MEASURES EMPLOYED

Conjoint Measures

In order to examine the stability of the conjoint measures obtained in Phase II, a certain number were repeated in Phase III. The nature and strength of this stability will be the object of substantial additional work of an academic nature at a future date. For the moment, analysis and discussion is restricted to a practical level; that is, to what extent were the utility scores obtained from total sample in Phase II representative of stable measures of the importance of each of the retail characteristics underlying consumer shopping problems. A measure of the extent to which such measures are stable is the ability to obtain approximately the same results when the same measures are repeated on a second occasion.

In Phase III one half of the conjoint measure of Phase II were repeated. The preferences of participants for alternative retail outlet configurations were again input to MONANOVA and utilities obtained for each store characteristic across the product/service categories of clothing/footwear, furniture/appliances and automobile repair services. The results obtained from these analyses, and the manner in which they compared to those of Phase II, are given in Tables 3.4 and 3.5 respectively. As can be seen from these results, stability as reflected in the rank orders of importance of each characteristic was excellent. In general, stability in the absolute value of characteristic utilities was also quite good, although some shifts can be noted.

Graphic Scale Ratings

The geographic scale ratings employed in Phase II were also repeated as Part of Phase III. As shown in Table 3.6, the degree of correspondence between these two sets of measures was extremely good across all product/service categories.

MAJOR CONCLUSIONS OF PHASE III

1. Participants accorded the highest priorities for government actions to assist consumers to six areas:

   - stiffer penalties to firms found guilty of unfair practices
   - certification of products to ensure minimum quality and performance standards
   - consumer education programs for high school students
   - laws requiring manufacturers to supply standard information on construction, performance and care of products
   - laws requiring minimum levels of warranty and after sales service
   - licensing of repair garages to provide minimum standards and fair pricing.

2. Lower income consumers consistently rated all government actions at a higher level of desirability/priority than did upper income consumers. These ratings may reflect greater need for government assistance on the part of this segment of the population.

3. Both the conjoint measures and graphic scale ratings employed in the research were found to be quite stable across repeated trials.

TABLE 3.1

DESIRABILITY OF VARIOUS GOVERNMENT ACTIONS TO ASSIST CONSUMERS OVERCOME MAJOR SHOPPING PROBLEMS

GOVERNMENT ACTION	PERCENTAGE IN FAVOR OF ACTION		MEAN SCORE 1=UNDESIRABLE/4=DESIRABLE		RANK ORDER OF DESIRABLILITY	
	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Stiffer Penalties	94	97	3.62	3.70	1	1
Certification of Products	95	95	3.58	3.66	2	2
Required Information	93	96	3.54	3.61	3	3
Licensing Repair Garages	86	94	3.39	3.60	4	4
Required Warranty and Service	88	91	3.39	3.57	4	5
High School Education	80	76	3.13	3.13	8	8
Easier Access to Courts	88	72	3.19	3.12	6	10
Newspaper Information	71	84	3.08	3.12	9	10
Complaint Bureau	76	90	2.92	3.32	13	7

TABLE 3.1 (CONT'D)

GOVERNMENT ACTION	PERCENTAGE IN FAVOR OF ACTION		MEAN SCORE 1=UNDESIRABLE/4=DESIRABLE		RANK ORDER OF DESIRABLILITY	
	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Test Centre	79	75	3.18	2.92	7	14
More Policing of Business Practices	79	86	3.01	3.39	10	6
TV, Radio, Newspaper Education	80	72	3.01	3.13	10	8
Mechanic Training	67	70	2.93	2.87	12	16
Auto Test Centre	53	79	2.54	3.07	17	12
Subsidize Consumer Organizations	70	78	2.86	3.05	14	13
Satisfaction/Dissatisfaction with Retailers	59	75	2.64	2.89	16	15
Certification of Sales People	54	67	2.48	2.73	19	17
Product Satisfaction/ Dissatisfaction	64	62	2.70	2.55	15	23

TABLE 3.1 (CONT'D)

GOVERNMENT ACTION	PERCENTAGE IN FAVOR OF ACTION		MEAN SCORE 1=UNDESIRABLE/4=DESIRABLE		RANK ORDER OF DESIRABLILITY	
	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Remove Import Restrictions	45	54	2.39	2.61	20	20
Auto Care Courses	54	49	2.52	2.35	18	24
Information Booths	36	64	2.24	2.67	22	18
Price Controls	35	62	2.23	2.67	23	18
Sales Person Training	43	54	2.37	2.57	21	21
Restrict Number of Product Models	39	52	2.22	2.53	24	22

TABLE 3.2

PRIORITIES ACCORDED TO VARIOUS GOVERNMENT ACTIONS TO ASSIST CONSUMERS OVERCOME MAJOR SHOPPING PROBLEMS

GOVERNMENT ACTION	PRIORITY			
	MEN		WOMEN	
	SCORE	RANK	SCORE	RANK
Stiffer Penalties	303	1	331	1
Certification of Products	171	2	255	2
High School Education	167	3	180	4
Required Warranty and Service	163	4	229	3
Required Information	158	5	134	9
Test Centre	131	6	87	13
More Policing of Business Practices	47	14	176	5
Licensing Repair Garages	126	7	159	7
Easier Access to Courts	104	8	79	14
Price Controls	47	14	163	6
Complaint Bureau	93	9	153	8
Newspaper Information	73	10	108	11
TV, Radio, Newspaper Education	69	11	93	12
Auto Test Centre	63	13	71	15
Subsidize Consumer Organizations	36	20	129	10
Mechanic Training	66	12	25	21

Restriction of Product Models	39	17	45	18
Remove Import Restrictions	37	19	56	16
Satisfaction/Dissatisfaction with Retailers	41	16	23	23
Information Booths	33	22	50	17
Product Satisfaction/ Dissatisfaction	39	17	23	22
Sales Person Training	34	21	31	20
Certification of Sales People	22	24	16	24
Auto Care Courses	23	23	16	24

TABLE 3.3

DIFFERENCES ACROSS SEGMENTS IN DESIRABILITY RATINGS ACCORDED TO VARIOUS GOVERNMENT ACTIONS TO ASSIST CONSUMERS OVERCOME MAJOR SHOPPING PROBLEMS

GOVERNMENT ACTION	SIGNIFICANT DIFFERENCES ACROSS			
	UPPER-LOWER INCOME NEIGHBOURHOODS		GEOGRAPHIC REGIONS	
	MEN	WOMEN	MEN	WOMEN
Complaint Bureau			*	
Subsidize Consumer Organizations				
Stiffer Penalties				
More Policing of Business Practices				
Easier Access to Court	*			
Restricted No. of Product Models	*		*	*
Required Information				
Certification of Sales Personnel			*	
Certification of Products	*			
Required Warranty Service				
Price Controls	*	*		
Remove Import Restrictions			*	*

High School Education					
TV, Radion, Newspaper Education					
Sales Personnel Training	*				
Test Centre					
Product Satisfaction/ Dissatisfaction	*			*	
Satisfaction/Dissatisfaction with Retailers	*				
Information Booths	*				
Newspaper Information		*			
Licensing Repair Garages	*				
Auto Test Center					
Mechanic Training					
Auto Care Courses					
TOTAL NO. OF SIGNIFICANT DIFFERENCE (AT .05 LEVEL)	9	3	4	3	19

TABLE 3.4

IMPORTANCE (UTILITIES) ACCORDED TO SHOPPING PROBLEMS RESULTING FROM RETAIL OUTLET CHARACTERISTICS - PHASE III

PRODUCT/SERVICE CATEGORY		PARTICIPANT CATEGORY							
Furniture and Appliances									
MEN	N =	85	52	33	19	19	11	20	16
		TOTAL	UPPER	LOWER	VANC	REGINA	OTTAWA	QUEBEC	HALIFAX
Sales Staff		.77	.73	.79	.89	.64	.82	.72	.73
After Sales Service		1.23	1.34	1.21	1.20	1.40	1.22	1.22	1.34
Printed Information		.60	.70	.68	.55	.64	.73	.73	.70
Fair Dealings		1.23	1.09	1.21	1.21	1.11	1.21	1.21	1.09
WOMEN	N =	105	62	43	31	20	16	21	17
Sales Staff		.89	.85	.79	.82	.86	.83	.70	.96
After Sales Service		1.24	1.26	1.29	1.23	1.27	1.35	1.26	1.41
Printed Information		.65	.62	.76	.65	.89	.86	.58	.44
Fair Dealings		1.12	1.14	1.06	1.16	.93	.86	1.25	.95

TABLE 3.4 (CONT'D)

CLOTHING	N =	105	62	43	31	20	16	21	17
Sales Staff		.56	.47	.75	.66	.75	.58	.37	.51
Merchandise		1.68	1.74	1.50	1.68	1.52	1.73	1.39	1.76
In-Store Conveniences		.56	.50	.76	.52	.74	.56	.92	.51
Fair Dealings		.73	.70	.78	.67	.77	.61	1.04	.62
AUTO REPAIRS	N =	85	52	33	19	19	11	20	16
Appointments and Estimates		.65	.48	.64	.76	.38	.77	.47	.35
Qualified Mechanics		1.41	1.64	1.58	1.63	1.74	1.62	1.47	1.90
Concern for Customers		.73	.50	.82	.74	.66	.74	.47	.42
Guarantee		.92	.94	.82	.78	1.00	.79	.48	.73
Fair Dealings		1.04	.97	.88	.79	.69	.78	1.47	.75

TABLE 3.5

STABILITY OF CONJOINT MEASURES ACORSS REPEAT TRIALS

A COMPARISON OF AGGREGATE MONANOVA UTILITIES FROM PHASE II AND III

PRODUCT/SERVICE CATEGORY	RETAIL CHARACTERISTIC	UTILITY PHASE II	UTILITY PHASE III	RANK PHASE II	RANK PHASE III
		N = 113	N = 105		
CLOTHING/FOOTWEAR (WOMEN)	Sales Staff	0.50	0.56	4	3
	Merchandise	1.66	1.68	1	1
	In-Store Convenience	0.73	0.56	2	3
	Fair Dealings	0.67	0.73	3	2
FURNITURE/APPLIANCES (WOMEN)	Sales Staff	0.81	0.89	3	3
	After-Sales Service	1.32	1.24	1	1
	Printed Information	0.63	0.65	4	4
	Fair Dealings	1.09	1.23	2	2

TABLE 3.5 (CONT'D)

		N = 92	N = 85		
FURNITURE/APPLIANCES (MEN)	Sales Staff	0.79	0.77	3	3
	After-Sales Service	1.41	1.23	1	1
	Printed Information	0.62	0.63	4	4
	Fair Dealings	1.01	1.23	2	1
AUTO REPAIRS (MEN)	Appointments/ Estimates	0.45	0.65	4	5
	Qualified Mechanics	1.73	1.41	1	1
	Concern for Customers	0.35	0.73	5	4
	Guarantee	0.69	0.92	3	3
	Fair Dealings	1.09	1.04	2	2

TABLE 3.6

STABILITY OF GRAPHIC SCALE MEASURES ACROSS REPEAT TRIALS

A COMPARISON OF AVERAGE RATINGS PHASE II AND III

PRODUCT/SERVICE CATEGORY	RETAIL CHARACTERISTIC	AVERAGE RATING PHASE II	AVERAGE RATING PHASE III	RANK PHASE II	RANK PHASE III
CLOTHING/FOOTWEAR (WOMEN)	Character of Store	9.13	8.63	1	1
	Prices 10-20% Lower	7.81	8.04	3	2
	Walking Distance	2.61	2.12	4	4
	Selection of Merchandise	7.98	7.09	2	3
FURNITURE/APPLIANCES (WOMEN)	Character of Store	9.26	8.63	1	1
	Prices 10-20% Lower	7.72	8.04	2	2
	Walking Distance	1.94	2.12	4	4
	Selection of Merchandise	7.63	7.09	3	3
FURNITURE/APPLIANCES (MEN)	Character of Store	8.86	9.00	1	1
	Prices 10-20% Lower	7.49	7.02	2	2
	Walking Distance	1.83	1.96	4	4
	Selection of Merchandise	6.57	6.33	3	3
AUTO REPAIR (MEN)	Character of Garage	9.02	9.07	1	1
	Prices 10-20% Lower	6.92	6.97	2	2
	Walking Distance	3.51	3.09	4	4
	Speed of Service	5.41	5.44	3	3

CONCLUSION

INTRODUCTION

The previous chapters of this report have described a fairly major research project designed to better understand the most serious shopping problems currently facing Canadian consumers and to provide some initial indication of the kinds of actions these consumers feel governments should undertake to overcome these problems. In this brief concluding chapter, attention will be focussed on three main areas:

1. a discussion of some overall conclusions derived from the research.
2. an explanation as to how its findings of the study will be used to develop new programs and other forms of actions designed to assist and protect consumers.
3. an indication of priority for future research which have become evident as a result of its present study.

SOME OVERALL CONCLUSIONS

The specific conclusions derived directly from the data collected on the study have been dealt with in detail in the appropriate chapters. As well, a summary of the key findings has been provided for each phase of the research. The objective of this section is therefore not to repeat or summarize the specific findings of the study. Rather, it is to stand back and identify some overall, somewhat subjective, conclusions which have been drawn by the researcher as a result of having participated in this study over a period of over one year. It is felt that these conclusions which are both substantive and methodological in nature should be particularly valuable for consumer policy makers and to other researchers contemplating additional work in this field.

THE ABILITY OF CONSUMERS TO SPECIFY THEIR MAJOR PROBLEMS

In the past, there has existed a tendency to think that consumers are incapable of identifying the areas where their needs for assistance and protection are greatest. The result has often been a paternalistic attitude on the part of some policy makers that the consumers best served when program priorities are set by governments based on their perceptions of the issues affecting consumers. This study has revealed that consumers are not only capable of identifying those areas which cause them the most concern; they are also able to clearly indicate its relative seriousness of each concern. To do so, however, it is extremely helpful to consumers to provide them with a semi-structural, stimulating environment which focusses their thinking while encouraging discussion. It is felt that the methodology employed in the present research has successfully provided this type of environment.

The Difficulty which Individual Consumers have in Identifying Solutions to Their Problems

Despite their ability to specify their areas of greatest concern, the consumers participating in the study had much more difficulty at the individual level in identifying the kind of actions that they felt would best overcome, minimize the impact of these concerns. This difficulty appeared to arise as the result of two main factors. First, consumers had simply not thought extensively about what kinds of actionsd might be taken to assist or protect them. Second, very few consumers possess an understanding of consumerism at a macro level and thus are relatively unaware of the kind or scope of actions that might be provided by the system in which they live. While the use of the consumerism movement over the last two decades is undoubtedly changing this situation, consumers' abilities to identify new solutions and evaluate their desirability could be further developed.

There is a Need for Greater Communication and Interaction Among the Major Components of the Market System

Figure 1 at the beginning of this report identified the three major components of the market system as it exists today in Canada; namely, consumrs, suppliers and governments. If the results of this study are to have any impact, it is imperative that they be viewed as only an initial stage in the policy formulation and program design and implementation process. This study has enabled consumers to communicate their problems to government. These same concerns need to be communicated to manufacturers and retailers who supply consumer goods and services. Subsequently the reaction and proposed solutions of both governments and suppliers need to be communicated back to consumers and evaluated by them. Such a process implies the need for continuing interaction among all components of the system as a periodic basis over time. Within limits, this interaction should be formalized as an integral part of the process of public and private sector policy making.

The Major Concerns of Consumers are Highly Similar across the Different Regions of Canada

It will be recalled that one of the sub-objectives of this research was to examine the extent to which the nature and importance of consumer shopping problems varied across the various geographic regions of Canada. In this regard, the formal analysis and subsequent findings have identified some areas where responses to certain questions did differ significantly in the statistical sense. These differences merit attention where they exist, particularly with respect to specific products or services. Despite this remark, the findings indicated a substantial level of agreement among consumers from all regions of Canada concerning which product/service categories present difficulties and which do not. The difference (both qualitative and quatitative) which do exist appear to involve realtive minor issues or to be transitory in nature. This does not imply that regional differences may not exist in the way these problems should be solved or who will assume responsibility for doing so. For example, in Quebec there is clearly more public support for government intervention than in other regions. In brief, the problems of Canadian consumers across the country appear to have much in common; the means of resolving these problems will require both national and regional dimensions.

The Area of Automobile Repair Services is one of Substantial Concern to Canadian Consumers

While this finding resulted directly from the research it is restated here because of the apparent pervasiveness of the problem and the depth of concern expressed by consumers. It is clear that consumers are extremely frustrated by their inability to obtain what they perceive to be satisfactory, reliable service in an area which they consider essential to their ability to function in their daily lives. This study has explicitly identified the dimensions of their concerns and has also provided some clear indications of the types of actions consumers would like to see to overcome these concerns. Both additional study as well as implementation of obvious actions should be an immediate priority of consumer policy makers.

The Research Methodology Developed for the Study and Permitted by the Resources made Available has Proven Extremely Useful

As the researchers who designed the study, we feel a need to be cautious in extolling the virtues of the methods employed. However, it is felt that several points should be noted concerning the usefulness of two characteristics of the methodology employed. It must be stressed that these characteristics were only made possible by the freedom to design the research which was permitted by the resources made available as well as the non-interference on the part of the sponsors of the study.

First, the ability to conduct a phased or requested study meant that the researchers could learn and adapt their measurement instruments in direct response to consumers' imputs. This resulted in questions and tasks which consumers understood and which were relevant to their sphere of experience. It is felt that these factors were in large part the reason for the interest of participants and their willingness to devote considerable time and effort to the study.

Second, we feel that the Nominal Group Technique has proven particularly appropriate for the type of consumer research (Claxton, Ritchie, 1978). This technique possesses two characteristics which make it higly attractive for both consumers and researchers. From a consumer standpoint it is an interesting process in which they can express themselves openly on issues of relevance to them. From a researcher perspective, it provides innovative, qualitative inputs which lead to insight and understanding of an issue. At the same time the method permits the researcher to gather the quantitative evaluations which are essential to the establishment of priorities for both policy recommendations and directions for future research efforts. As a result of this experience, it is our view that NGT will see considerably greater use in many areas of consumer research over the next several years.

USE OF THE FINDINGS

The execution of this study, which has involved considerable time, effort and expense, has resulted in a much enhanced understanding on the part of the researchers of the major prepurchase shopping problem faced by Canadian consumers. However, this information will prove to be of relatively little value unless it results in actions which will assist and protect consumers in relation to the problems identified by the research. The responsibility for translating the findings into action rests with both the researchers who have carried out the study and managers in both the public and private sectors who are in a position to remedy the problems which have been identified.

Responsibility of the Researcher: The responsibility of the researchers for ensuring the ultimate success of the project fall into four categories:

1) to extract the most significant findings of the study from the mass of detail contained in the data.

2) to explain and interpret the significance of the major findings to managers, particularly an instance where the conclusions are not immediately obvious.

3) to explore jointly with managers the implications of the research findings for the establishment of priorities concerning the modification or development of consumer assistance and protection programs.

4) to act as resource personnel for manasgers as they attempt to develop operational mechanisms for implementing priority actions or programs.

Responsibility of Managers: The responsibility of managers are conceptually simple yet practically difficult. They may be summarized as the responsibility:

1) to take the time to understand the most significant findings of the study and the factors which have given use to these findings.

2) to identify, jointly with the researchers, the implications of the findings as they pertain to their particular area of responsibility with respect to consumers.

3) to establish priorities for action

4) to implement the above priorities within the limits of their resources.

A Process of Increasing the Usefulness of the Findings

In order that both of the above parties can most efficiently fulfill their responsibilities, the researchers involved in the present study have included this task as an explicit research objective. This objective (objecitve 4) was stated as follows:

4. Implications Analysis

For the major conclusions arising out of the study:

- to identify their implications concerning the need for actions, policies and programs which should be undertaken by both the public and private sectors in order to assist consumers,
- to establish the relative priorities which should be accorded to the various actions, policies and programs identified above,
- -- -valuate the means of implementing those actions, policies, and programs judged to have the highest priorities,
- to identify the organization, department or agency to which responsibility for implementation of recommended actions should be assigned.

In order to realize the above objective and its related sub-objectives, the authors of this report have developed a process which it is hoped will facilitate and improve the quality of interaction between researchers and managers. This process will be formally carried out as Phase IV of the project on consumer prepurchase search problems.

It is proposed that Phase IV be conducted along several dimensions. This implies that different interest groups be identified and that implications analyses sessions be tailored to their specific interests and needs. The dimensions of the groups that it is prepared to employ are:

1. Component of the Market Place

It will be recalled that Figure 1 outlined the three major components which are directly involved in activities of the marketplace. These were consumers, governments and suppliers. This study has provided detail inputs from consumers. It now remains to obtain reactions to consumers inputs as well as additional ideas for governments and suppliers.

2. Level of Management

In talking to managers from both the public and private sectors it will be important to distinguish between the information needs fo senior management and middle management.

The former will have an interest primarily with respect to major strategic conclusions concerning the overall directions which future consumer programs or corporate policies should take. In contrast, middle managers will tend to have greater interest in findings which will assist them in a more operational sense to undertake public actions or to modify marketing programs.

3. Sector of Product/Service Category

Both in its public and private sector much activity is organized in a product/service basis. Given this situation, it will be necessary to organize implications analysis sessions on sector basis in order that managers from particular product/ service areas can focus their efforts on the study of issue which are of direct concern to them. Thus, the findings dealing with automobile repair service problems will be reviewed by garage operators; clothing/footwear problems will be studied by clothing manufacturers and retailers and so on. This need to adopt a sector orientation will be increasingly important at lower levels of management.

In summary, Phase IV of this project intends to build on the findings of the research phases in an attempt to achieve the maximum returns from the invesetment which has been made to date. The approaches to be followed will involve a series of sessions in which the implications of its findings and the means of implementing related actions and programs will be discussed with a number of interested managers drawn from different components of the marketplace, different levels of management and different product/service/sectors.

PRIORITY AREAS FOR FUTURE RESEARCH

No one piece of research can hope to provide all the information on a subject that might be desired; indeed to attempt to do so is the downfall of many studies. In addition, the execution of research leads to the identification of isssue that were previously unrecognized. This research is no exception. As such, it would seem advisable to highlight those areas which we were unable to treat adequately within this project or which were brought to our attention as a result of carrying out the research. While the list of topics presented below is selective rather than exhaustive, it should provide other researchers with a point of reference when undertaking studies on similar issues.

1. There is a need to verify certain key findings on a statistically valid national sample of Canadians

While as researchers we are confident that the problems identified and the relative importance accorded to them by participants, or our sample reflect the general opinions of Canadians (particularly in light of the lack of strong inter-segment differences), it would be prudent to obtain responses to key questions from a statistically valid ration sample of respondents. This need for verification has been accepted on principle by the sponsors of the study and will probably be carried out.

2. Additional Research is Required in the Area of Automobile Repair Services

The results of this study have clearly brought into focus the seriousness of consumer problems related to automobile repairs. Phase IV of the study will hopefully succeed in gaining additional insights by obtaining the reactions and comments of governments officials and its owner/operators of repair facilities.

In addition, however, research needs to be undertaken which will review the entire automobile design, use and servicing system in order to identify the best approach to reducing consumer problems. Changing energy prices, new government regulations affecting automobile design and shifting values and life styles may make some obvious solutions to the automobile repair problem obsolete by the time they could be implemented. Thus, it would appear that a two pronged strategy is needed to assist and protect consumers. This would involve long term research designed to examine the problem over the long term backed up by programs and actions to assist consumers in the immediate future. The fact that automobile and service licensing is largely a provincial matter implies that the process will not be an easy one.

3. The Area of Home Repair and Renovation Services should be Studied in Greater Depth

Many of the same type of problem found in connection with automobile repairs also appeared to be important for home repair and renovation services. Unfortunately, home repairs/renovations are not undertaken frequently, are usually not carried out on newer homes, are usually undertaken only by homeowners and are frequently carried out by home owners themselves. As a result of these factors, professional home repair is a relatively low incidence event. This means it could not be effectively studied within the type of sample employed in this study. However, for those in the sample who had used such services, the problems they encountered indicated a need for greater levels of consumer protection and assistance. Thus, the issues should be readdressed using a sample of persons specifically chosen because of their recent experience on the purchase of home repair and renovation services.

4. Certain "Low Problem" Services Merit Additional Study

The fact that such areas as legal services and financial services were rated as low in shopping difficulty was somewhat unexpected in terms of a prior expectations. While infrequency of purchase and low incidence of usage may partially explain the results, these factors do not appear to comprise complete explanation since home repair services were rated as high in difficulty even though this category of services posseses many of the same characteristics. Thus, before accepting as final the ratings accorded to auto service categories, these services should be examined in greater depth to check the results and to understand the reasons which underly them.

5. Actions and Programs taken to Resolve Consumer Problems should themselves be the Object of Evluative Research

One of the major problems encountered in the part of the research which attempted to identify solutions to its most serious shopping problems faced by consumers was an inability on the part of consumers to provide a clear indication as to which type of government actions worked and which did not. Much the same situation existed with respect to government officials who had very few measures to assist them in evaluating the effectiveness of existing consumer protection and assistance programs. As a result of this situation, it was difficult to draw any clear conclusions concerning which forms of action on its part of governments are most likely to provide consumers with the type of assistance/protection most appropriate to their values and needs. Accordingly, as a general rule, it is strongly suggested that all new consumer protection and assistance activities undertaken by governments be required to include a formal evaluative research component as an integral part of the program design and management process. This evaluative research component need not be overly sophisticated or costly but it should ensure a means by which consumers can systematically indicate to governments their levels of satisfaction/dissatisfaction in order that program managers can react appropriately.

REFERENCES

Claxton, John D., Prepurchase Search: An Annotated Bibliography, Ottawa: Consumer Research Branch, Consumer and Corporate Affairs, Government of Canada, 1977.

Claxton, J.D. and J.R. Brent Ritchie, "New Methods for Measuring Public Needs for Consumer Protectin and Assistance Programs", Proceedings of the 5th International Seminar on Marketing Research, Gordes, France, 1978.

Delbecq, A.L., Van de Ven, A.H., and Gustafson, D., Group Techniques for Program Planning, Glenview, Illinois: Scott, Foresman and Co., 1975.

Engel, James F., David T. Kollatt and Roger D. Blackwell, Consumer Behaviour, (2nd Ed.) New York: Hall, Rinehart and Winston, 1973.

Green, P.E. and Wind, Y., Multiattribute Decisions in Marketing, Hindsdale, Illinois: The Dryden Press, 1973.

Holsti, O.R., Content Analysis for the Social Sciences and Humanities, Reading, Mass.: Addison-Wesley, 1969

Kassarjian, Harold H., "Content Analysis in Consumer Research", Journal of Consumer Research, 4, (June, 1977), 8-18.

Kruskal, J.B., "Analysis of Factorial Experiments by Estimating Monotone Transformations of the Data", Journal of the Royal Statistical Society, Series B, 27(1965), 251-63.

Marketing Science Institute, Consumerism at the Crossroads, Study conducted for the Sentry Insurance Co., Cambridge, Mass.: 1977.

Ritchie, J.R. Brent and Michel Zins, Consumer Information Processing: An Annotated Bibliography, Ottawa: Consumer Research Branch, Consumer and Corporate Affairs, Government of Canada, 1977.

Simon, Julian, Basic Research Methods in Social Science, New York: Random House, 1969.

Sneath, P.H.A. and Sokal, R.R., Numerical Taxonomy, San Francisco: W.H. Freeman, 1973.

APPENDIX 1

PROBLEM STATEMENTS MENTIONED WITHIN NGT SESSIONS

CLOTHING/FOOTWEAR

CONSUMER SHOPPING STUDY

APPENDIX TWO

Clothing

Problem Number	Points	Rank	Problem	City	Income Level
1			UNSATISFACTORY TAX REGULATIONS ON CHILDREN'S CLOTHES		
	28	3	A. Tax regulation should go by age not size	Ottawa	Upper
	31	5	D. Tax on clothes by size, not age	Pretest	Upper
	20	6	D. Tax on children's clothing is ridiculous, should be removed	Quebec	Lower
	3	12	J. Buying for teenagers who shouldn't pay tax - hard to convince sales clerk	Vancouver	Lower
	54	4	Z. Tax on children's clothes	Quebec	Lower
2			PRICE OF CHILDREN'S CLOTHES IS TOO HIGH		
	95	2	I. Prices too high - especially children in comparison to adult	Vancouver	Lower
	12	19	U. Excessive prices in specialized children's boutiques'	Quebec	Upper
	7	14	H. High price of leotards and they 'go' quickly	Halifax	Upper
	17	10	B. High price of children's shoes and clothes	Ottawa	Lower
	31	3	K. Prices of children's clothes are too high	Regina	Lower
	54	3	I. Price jumps with size jumps - out of proportion	Vancouver	Upper
3			PRICE OF CLOTHES IS TOO HIGH		
	31	10	R. High cost of shoes	Quebec	Upper
	95	2	C. Price of clothes (too high)	Vancouver	Upper
	31	5	Q. High price products are not necessarily higher quality	Regina	Upper
	11	12	Q. Leather shoes are too expensive	Quebec	Lower
	20	9	M. High price for 'in' garments paying for some styling detail	Halifax	Upper

Problem Number	Points	Rank	Problem	City	Income Level
	11	12	B. Canadian manufactured clothing more expensive (but better quality)	Quebec	Lower
	27	4	F. Too many high priced imported shoes	Quebec	Lower
	54	3	G/ High price of clothing due to protective tariffs	Vancouver	Upper
	40	2	H. Canadian products are too rare - and when available are too expensive	Quebec	Upper
	101	1	A. High price due to style (jeans)	Quebec	Upper
4			SAME ITEM IS A DIFFERENT PRICE IN DIFFERENT STORES		
	8	16	C. Different prices for the same clothing in different stores	Quebec	Lower
	13	12	K. Variations in prices of same item in different stores	Pretest	Upper
	44	3	A. Prices vary from store to store even within the same chain	Halifax	Lower
	16	10	C. Different price on same brand at different stores - (makes shopping difficult)	Regina	Lower
5			DRASTIC REDUCTION IN PRICE OF CLOTHES AFTER PURCHASED (INDICATES OVER-PRICING TO START)		
	24	8	D. Clothes too expensive at start of season - high reductions later	Regina	Upper
	27	4	G. Item goes on sale right after you buy it - great difference in price-item could be overpriced to start with	Halifax	Lower
	1	16	N. items put on sale a few days after purchase at the full price	Pretest	Upper
	34	6	D. Consumer pays "regular" price and item always seems to be on sale the next week	Vancouver	Upper
6			POOR QUALITY MATERIALS AND WORKMANSHIP (NYLON THREAD ETC.)		
	36	8	G. Too many low quality imports	Quebec	Upper
	45	5	N. Quality of stitching, poor seams, poor quality of thread	Quebec	Upper

Problem Number	Points	Rank	Problem	City	Income Level
	13	11	I. Too many flaws in new clothing - due to mass production	Quebec	Lower
	11	12	P. Seams which come undone easily (poor quality of thread)	Quebec	Lower
	18	8	R. Plastic shoes are of poor quality	Quebec	Lower
	47	1	B. Poor workmanship, quality - poor seams - nylon thread	Vancouver	Lower
	92	1	B. Poor quality - and workmanship resew buttons - resew seams	Regina	Upper
	54	1	F. Poor quality of clothes - fabrics, seams, workmanship, invisible thread	Halifax	Lower
	30	4	J. Poor quality stitching in clothing - invisible thread - button holes (poor quality and workmanship)	Regina	Lower
	30	1	Poorly made clothing/shoes especially runners - thread - men's shirts - zippers	Vancouver	Upper
	61	1	C. Poor workmanship (seams, nylon thread), defects in material	Pretest	Upper
	54	1	C. Poor construction - seam, thread Poor quality workmanship - nylon thread - chain stitching	Ottawa	Lower
	62	2	J. Poor quality of construction and workmanship (seams buttons etc.)	Halifax	Upper
	55	1	D. High price for poor quality and workmanship	Ottawa	Upper
7			INFERIOR QUALITY GOODS BROUGHT IN FOR SALES		
	8	14	P. Poor quality products brought in especially for sales	Pretest	Upper
	3	21	Q. Sale items not regular stock and therefore sometimes poor quality	Ottawa	Upper
8			FABRICS THAT DO NOT LIVE UP TO CLAIMS/SPECIFICATIONS ON LABEL DURING WASHING E.G. EXCESSIVE SHRINKAGE, FADING		

Problem Number	Points	Rank	Problem	City	Income Level
	19	11	I. Retailer sells merchandise making false claims (waterproof snow suit which was not)	Halifax	Upper
	49	2	C. Shrinkage and fading colour running of clothes especially children's	Halifax	Lower
	21	8	F. Shrinkage of nonshrinkables	Ottawa	Lower
	40	4	C. Shrinkage of goods - kids t-shirts excessive	Vancouver	Lower
	52	5	H. Washability of clothing - shrinking, falling apart, etc.	Vancouver	Upper
	29	9	Q. Pilling of clothes	Vancouver	Upper
	18	8	G. Fabrics that do not live up to claims/specifications on label during washing	Pretest	Upper
	26	14	B. Wide varying quality of fabrics (behave differently when washed)	Quebec	Upper
	32	2	M. Poor quality of fabric (non-washable)	Quebec	Lower
	8	12	I. Non-colour fast clothing - even when stated	Ottawa	Lower
	27	12	U. Non-colourfast clothes	Vancouver	Upper
9			MATERIALS NOT APPROPRIATE FOR GARMENT USE E.G. NON-WATER PROOF BOOTS		
	23	7	M. Winter boots/clothing that is non-waterproof	Pretest	Upper
	27	12	V. Non-waterproof boots	Quebec	Upper
	20	6	N. Materials not appropriate for garment use	Ottawa	Lower
	5	13	L. Bathing suit material that turns transparent when wet	Ottawa	Lower
	18	12	O. Lack of winter products that are easy to put on young children	Regina	Upper
	21	10	J. Clothing fasteners not suitable for young ages	Regina	Upper

Problem Number	Points	Rank	Problem	City	Income Level
10			NOT ENOUGH INFORMATION AVAILABLE TO THE CONSUMER AS TO CARE, FABRIC CONTENT, FLAME RETARDENT FINISHES, AND SHRINKAGE		
	22	9	M. Not enough information on fiber, care, flame retardent	Regina	Upper
	17	3	N. Hard to know safety of clothes - e.g. finishes, dyes etc. especially on children's clothes	Regina	Upper
	11	13	D. Not enough washing instructions labelled on clothes	Halifax	Lower
	15	10	J. Lack of sewn in labels concerning washing/care instructions (paper tag only or writing is non-permanent)	Pretest	Upper
	19	16	L. Knowing what is good quality (lack of consumer information)	Vancouver	Upper
	18	9	J. Lack of flame retardent information on labels	Ottawa	Lower
	22	4	H. Not sufficient into given to consumer on care of garments (laundry, cleaning) attached to garment	Ottawa	Lower
	22	8	Q. Articles labelled dry clean only but in fact can be washed	Halifax	Upper
	22	9	G. Amount of shrinkage of cotton goods not indicated	Halifax	Upper
	4	18	E. labels with cleaning/care instructions are often missing	Quebec	Lower
	3	19	G. Not enough information on fabric labels	Quebec	Lower
	2	24	P. Non-identification of fabrics for purposes of care (laundering, etc.)	Quebec	Upper
11			GARMENTS INCORRECTLY LABELED AS TO CARE, SIZING AND PRICE		
	9	15	P. No price tags on articles	Halifax	Lower
	2	24	O. Errors in labeling (e.g. sizes)	Quebec	Upper
	13	12	H. Tags that are incorrect (e.g. dry clean only bathing suits)	Pretest	Upper

Problem Number	Points	Rank	Problem	City	Income
12			UNTRAINED SALES STAFF, LACK PRODUCT KNOWLEDGE		
	6	12	K. Lack of product knowledge by sales staff	Ottawa	Upper
	22	13	O. Untrained sales staff - no knowledge of goods	Vancouver	Upper
	21	10	P. Sales clerks don't know how to fit children's shoes	Regina	Upper
	23	5	T. Unqualified salesperson	Quebec	Lower
	21	[illegible]	K. Sales clerk not trained - poor customer service	Vancouver	Lower
	14	18	J. Incompetence of salespersons (in general)	Quebec	Upper
13			LACK OF SALES STAFF, DISINTERESTED IN HELPING CONSUMER		
	21	14	P. Lack of sales staff	Vancouver	Upper
	39	2	A. No service or help in dept. stores - can't answer questions (not enough staff) or not helpful when you find them	Regina	Lower
	26	5	J. Lack of sales staff hard to find	Halifax	Lower
	12	5	N. Poor attention to customers	Ottawa	Upper
	4	19	I. Poor attitude of sale staff in chain stores	Ottawa	Upper
	30	6	F. Too much self-serve or disinterested/unqualified salesperson (especially children's shoes/clothes)	Pretest	Upper
	28	5	L. Lack of enough sales staff in stores	Vancouver	Lower
14			PUSHY SALES STAFF		
	6	12	M. Sales staff that won't leave you alone	Ottawa	Upper
	11	12	H. Too much pressure exerted by clothing salesmen	Quebec	Lower
	22	16	AA. Commission salesmen who push	Quebec	Upper

Problem Number	Points	Rank	Problem	City	Income Level
	9	21	C. Pressure exerted by salespersons on young persons	Quebec	Upper
15			PRODUCTS WHICH ARE ADVERTISED BUT NOT AVAILABLE		
	5	17	P. Sales items not always available	Ottawa	Upper
	15	10	M. Catalogue items frequently not in stock - advertising things they don't have yet	Halifax	Lower
	4	16	K. Advertised sale item has been substituted	Halifax	Lower
	14	10	L. False sales - don't really have what is advertised, very poor size selection	Quebec	Lower
	27	12	D. Products which are advertised but not available	Quebec	Upper
	29	11	L. Excessive advertising for particular brands which tend to be of lower quality	Quebec	Upper
	36	8	M. False sales (special stock, misrepresentation)	Quebec	Upper
16			ALTERATIONS FOR WOMEN'S CLOTHES SHOULD BE INCLUDED		
	18	8	L. Extra charge for alterations on women's clothes (should be included like mens)	Regina	Lower
	21	14	J. No free alterations for women - even expensive clothing or childrens clothes	Vancouver	Upper
	27	6	F. Alterations for women's clothing should be included	Regina	Upper
17			DIFFICULTY IN OBTAINING REFUND ON NON-SATISFACTORY ITEM		
	15	10	N. Trying to get a refund for a fairly expensive article that turned out to be poor quality or inferior after you have washed it or worn it	Halifax	Lower
	1	23	X. Return merchandise without sales slips	Ottawa	Upper
	3	2	T. Unavailability of cash refunds at small stores	Vancouver	Upper

Problem Number	Points	Rank	Problem	City	Income Level
	4	11	E. Non returnable items - find flaws when you get them home (sale goods)	Vancouver	Lower
	7	17	K. Difficulty in obtaining refund on non-satisfactory item	Quebec	Lower
18			STORE INCONVENIENCES - POOR LAYOUT OF CLOTHES IN STORE - INADEQUATE CHANGE FACILITIES		
	3	21	V. Poor layout of clothes on racks	Vancouver	Lower
	15	12	P. Poor layout of clothes in store - Hard to find sizes	Halifax	Upper
	19	7	H. Poor displays - clothes too tightly packed on rack difficult to look at them	Regina	Lower
	4	19	U. Poor floor plan - confusion of where to check out	.Ottawa	Upper
	7	10	F. Poor layout of clothes - aisles too small, crowded, hard to shop	Vancouver	Lower
	7	13	F. Flourescent lights make judging colour difficult	Regina	Lower
	2	23	W. Loud music in clothing stores	Vancouver	Upper
	20	6	G. Small change rooms - no facilities for handicapped	Ottawa	Lower
	8	9	G. Inadequate change facilities	Ottawa	Upper
19			FORCED USE OF CREDIT		
	6	12	S. Difficult for a women to obtain credit on her own	Ottawa	Upper
	5	17	T. Poor procedures for cheque writing for married woman	Ottawa	Upper
	3	21	R. Inconvenient to purchase without cash or credit card (pressure to use charge card)	Ottawa	Upper
20			SANITARY MEASURES OF STORES		
	4	18	R. Stores that sell goods that have been returned to store after washing and wearing	Halifax	Upper
	10	14	E. Sanitary measure for shoe departments (spraying of shoes)	Halifax	Lower

Problem Number	Points	Rank	Problem	City	Income Level
21			TOO MUCH CHOICE - CONFUSING SHOPPING		
	7	10	F. Too much choice - confusing shopping	Ottawa	Upper
	1	27	X. Too many styles in ladies shoes	Quebec	Upper
22			MANUFACTURERS EXPLOITING FADS		
	6	12	H. Gimickey clothes for children and teen-agers in bad taste	Ottawa	Upper
	9	7	V. Paying for name rather than quality	Ottawa	Upper
	11	13	B. Customer buys an 'original' (?) turns up in dept. store at ¼ price	Halifax	Upper
	20	17	S. Shoes for children are too oriented towards style rather than comfort and quality	Quebec	Upper
	2	21	O. Many styles are uncomfortable or unsafe	Quebec	Lower
	29	9	R. Manufacturers exploiting fads - muscle shirts	Vancouver	Upper
	9	21	F. Brands of clothing with the symbol of the manufacturer sewn on them (Pierre Cardin)	Quebec	Upper
	37	1	V. Young persons purchase brand names regardless of the quality	Quebec	Lower
23			NO DIFFERENT LEG LENGTHS IN WOMEN'S PANTS (AS PER MEN'S)		
	14	11	M. Kids clothes no available in different shapes - would be better if unhemmed (pant legs)	Ottawa	Lower
	8	12	M. Womens clothes should have leg lengths (like mens)	Regina	Lower
	4	18	O. Pants don't come in leg lengths should be unhemmed	Halifax	Upper
	39	3	I. Sizing of womens clothing should be subdivided like mens (tops and slacks, sleeve length)	Regina	Upper
	12	12	I. No different leg lengths in women's pants (as per men's)	Halifax	Lower

Problem Number	Points	Rank	Problem	City	Income Level
	21	6	D. Slacks too long on women's and kids - should be in leg lengths	Vancouver	Lower
	15	15	K. Not enough seam allowances to let out clothes	Regina	Upper
	30	7	M. Not enough size available - pant hems don't have enough hem	Vancouver	Upper
24			STYLES TOO FAR AHEAD OF SEASON		
	32	4	I. Premature/out-of-season stocking of clothing (e.g. winter clothes in July)	Pretest	Upper
	37	7	E. Styles too far ahead of season	Regina	Upper
	61	3	Y. Introduction of following season's stock much too soon - ridiculous	Quebec	Upper
	37	5	S. Store does not stock enough merchandise to meet the demand (particularly for seasonal goods) Cannot buy seasonal goods out of sean	Halifax	Upper
25			DIFFICULT TO FIND NATURAL FIBER CLOTHING		
	12	16	G. Difficult to find natural fiber clothes	Regina	Upper
	10	20	K. Difficult to buy natural (pure cotton) products, too many synthetics	Quebec	Upper
26			NOT ENOUGH VARIATION/SELECTION IN CLOTHES		
	3	19	S. Long production series - means too many of same colour/style dress for example	Quebec	Lower
	43	6	E. Too many boutiques with similar products at different prices (have to look around too much to be sure you aren't being taken)	Quebec	Upper
	2	21	U. Large number of specialized boutiques	Quebec	Lower
	19	8	Q. Poor selection of clothes - all stores carry same thing	Halifax	Lower
	12	17	K. No designer or manufacturer outlets available	Vancouver	Upper

Problem Number	Points	Rank	Problem	City	Income Level
	41	2	A. Poor selection of clothing	Pretest	Upper
	9	7	J. Lack of variety in ladies clothing	Ottawa	Upper
	7	14	N. Stores don't sell replacement parts e.g. zippers for snowsuits	Halifax	Upper
	9	18	N. Not enough variation/selection in clothes	Vancouver	Upper
	16	14	L. Lengths and variety of shoe laces not available	Regina	Upper
27			STYLES CHANGE TOO QUICKLY		
	17	9	N. Styles change too quickly	Quebec	Lower
	21	6	H. Styles changing too constantly - very costly	Vancouver	Lower
	8	20	S. Style changing and inavailability of clothing	Vancouver	Upper
28			LACK OF SUITABLE STYLES IN CLOTHES AND SHOES FOR ADOLESCENTES AND CHILDREN		
	2	24	T. Limited number of shoe styles for adolescents	Quebec	Upper
	25	6	L. Selection of children's shoes is poor (styles and small sizes don't exist)	Halifax	Lower
	34	6	D. Lack suitable styles in clothes and shoes for children with adult sizes	Halifax	Upper
	22	6	E. Children's clothes for 'slims' or Children's - not enough variety - same for shoes	Regina	Lower
	9	18	F. Lack of sizes in Canadian made children's shoes (sizes not big enough)	Vancouver	Upper
	4	14	K. Poor selection of boys socks - sizes and cotton	Ottawa	Lower
	8	9	G. Hard to find school uniforms, stores don't carry them - lots of shopping around	Vancouver	Lower
29			POOR CHOICE OF STYLES IN MATURE SIZES		

Problem Number	Points	Rank	Problem	City	Income Level
	20	6	A. Poor choice of styles in the large sizes (15+)	Quebec	Lower
	34	2	A. Large sizes are old looking in colour and style	Ottawa	Lower
	18	8	G. Not enough variety in ladies ½ sizes (or shoes) various narrow widths	Regina	Lower
	17	9	B. Styles and variation for large sizes are not available (stores cater to a few sizes)	Halifax	Lower
	18	°	O. Clothing for women made for teen-agers (too slim)	Pretest	
	27	6	H. Clothing styles set by youth interests - not suitable for mature women	Regina	Upper
30			SIZES NOT STANDARD		
	24	15	I. Non-standardization of clothing sizes	Quebec	Upper
	29	3	J. Non-standardization of clothing sizes	Quebec	Lower
	43	3	A. Crazy sizing - no standardization (adults and kids)	Vancouver	Lower
	79	1	A. No standard sizing for adults and still not consistent for children perhaps needs up dating	Halifax	Upper
	91	2	A. Standard sizes not standard - kids and adults	Regina	Upper
	23	7	H. No standard sizes	Halifax	Lower
	40	3	B. No standardization of sizes (all clothing) including children's!	Pretest	Upper
	35	2	B. Sizing inconsistent in adult and kis clothing	Ottawa	Upper
	40	1	B. Not standard sizes (panti-hose, boys briefs, socks)	Regina	Lower
	28	11	B. Sizes should be standardized	Vancouver	Upper
	25	3	D. Lack of uniformity in sizes - both children and adults	Ottawa	Lower

Problem Number	Points	Rank	Problem	City	Income
31			UNAVAILABILITY OF SIZES (NOT CARRIED BY STORE)		
	23	5	D. When buying co-ordinates - difficult to match prices - sizes missing (out of stock)	Regina	Lower
	7	14	K. Stores don't sell co-ordinates in separate sizes	Halifax	Upper
	7	10	C. Unavailability of sizes	Ottawa	Upper
	13	12	L. Lack of complete ranges of sizes (popular sizes sold out)	Pretest	Upper
	30	7	A. Lack of good fitting sizes and widths in shoes by Canadian manufacturers	Vancouver	Upper
	33	4	C. Lack of sizes in womens clothes	Regina	Upper
32			LACK OF NON-AVERAGE SIZES		
	5	23	W. Limited number of widths in shoes size	Quebec	Upper
	15	10	E. Difficulty in buying non-standard size shoes (high price for narrow/wide widths)	Pretest	Upper
	39	4	E. Manufacturer caters to the average - not enough sizes available e.g. no size seven in children's wear	Halifax	Upper
	34	6	C. Lack of clothing for ladies styles also short/tall styles except in specialty and expensive stores	Halifax	Upper
	12	5	O. Manufacturers do not cater to unusual sizes	Ottawa	Upper

APPENDIX 2

PROBLEM STATEMENTS MENTIONED WITHIN NGT SESSIONS

GROCERIES

Consumer Shopping Study

APPENDIX ONE

Groceries

Problem Number	Points Assigned	Rank	Problem	City	Income Level
1			Coupons and premiums in products are a nuisance and useless.		
	32	10	Coupons and prizes in goods	Vancouver	Upper
	1	23	Many coupons do not decrease price enough to warrant using them	Ottawa	Upper
	20	9	Coupons are a nuisance, not sure who benefits	Regina	Upper
	11	20	Prizes in cereals a waste	Regina	Upper
	23	13	Useless Premiums	Quebec	Upper
			Misleading Advertising in Quality, Cost and Promotions.		
	1	25	Advertising 'sale' when item at regular price	Ottawa	Lower
	14	6	Advertised specials do not live up to expectations (esp. sales on produce and meat)	Ottawa	Upper
	23	13	Sales aren't really a saving	Vancouver	Upper
	40	2	Misleading Advertising or use of expressions 'special', 'sale','premium' This does not always mean cheaper or best price (confusing to shopper)	Halifax	Upper
	19	10	Store advertising fresh but in fact very stale (e.g., fish, produce)	Halifax	Upper
3			Advertised item not available to the consumer (out of stock, limited)		
	17	10	Supermarkets which do not have advertised specials in stock	Pretest	Upper
	5	15	Advertised specials that are limited once you get there	Ottawa	Upper

	8	10	Advertised specials not always available when you are (have to wait for stock)	Ottawa	Upper
	9	23	Advertised sale item not available	Vancouver	Upper
	15	9	Advertised specials which are not in stock when you arrive (even when you are early)	Halifax	Lower
	19	10	Advertised specials in short supply (gone when you get there)	Regina	Upper
	31	8	Limited quantities of goods which are on special	Quebec	Upper
4			Advertising and Promotional Gimmicks Directed to CHildren		
	15	18	Advertising and promotional gimmicks directed towards children	Quebec	Upper
	30	5	Promotion directed towards children (especially cereals)	Quebec	Lower
			Too many brands, results in over choice and difficult to make purchase decisions		
	7	24	Too much choice in standard product (pork and beans)	Vancouver	Upper
	23	8	Too many brands (cereals and soaps)	Regina	Upper
	13	18	Many sizes of products - makes choice difficult	Regina	Upper
	28	6	Too much choice, too many products on the shelves - thus making shopping more difficult	Quebec	Lower
6			More Brand Names wanted by Consumers Instead of or in Addition to House Brands		
	39	2	Not enough selection of national brands - too many house brands of inferior quality	Regina	Lower
	2	31	Too many house brands - not enough name brands	Vancouver	Upper
	6	12	House brands more expensive than brand names	Ottawa	Upper

	8	19	Availability of certain brand names comes and goes. Can't always get what you want	Halifax	Upper
	6	23	Difficult to verify the quality of private brands	Quebec	Upper
	16	16	Private brands of chains are given display preference over national brands	Quebec	Upper
	11	2	Chains don't replace shelf stock of brand name products - thus forcing consumers to buy their private brands	Quebec	Lower
7			Poor Quality meat and produce		
	36	1	Poor quality meat at high prices	Ottawa	Lower
	12	11	"Fancy" seafood not top quality	Regina	Lower
	36	2	Finding good quality fruits and vegetables	Pretest	Upper
	37	3	Poor produce department, quality and selection	Halifax	Lower
	33	5	Spoiled meat or fish at high prices	Halifax	Lower
	14	11	Meat specials of inferior quality	Pretest	Upper
	77	2	Questionable quality of meat which is in the display rack	Quebec	Upper
	32	2	Stale produce - not enough available	Vancouver	Lower

8			Lack of unit pricing in all stores		
	10	7	Lack of unit pricing in all stores	Vancouver	Upper
	2	24	Insufficient information or metric - unit pricing	Ottawa	Lower
	53	2	Store unit pricing unavailable and sizing of packages makes your own calculations difficult	Regina	Upper
	41	1	Hard to find the best price per ounce (unit pricing not clear)	Pretest	Upper
	14	19	Standardization of weight units sold in produce department	Vancouver	Upper
	5	24	Package gets smaller but prices stays the same - customer should have attention drawn to the fact	Halifax	Lower
	19	16	Standardization of package size (so you can compare)	Vancouver	Upper
	16	16	Difficulty in understanding prices according to the metric system versus traditional one	Quebec	Upper
	7	13	Difficult to identify the lowest price product on the shelves - prices often difficult to find or read	Quebec	Lower
	36	6	Difficult to evaluate and choose among the wide range of similar products at different prices which are available (ability to judge quality)	Quebec	Upper
	24	5	Packages becoming small but prices staying the same	Vancouver	Lower
9			Unpriced Items or Incorrectly Priced		
	9	10	Unmarked goods at grocery stores	Vancouver	Lower
	5	27	Multiple pricing of same products	Vancouver	Upper
	15	18	Special price on "end of aisle displays" are different from those of stock in normal location	Quebec	Upper
	41	2	Prices not written on different products (e.g., soft drinks)	Quebec	Lower
	12	15	Goods on which prices are not previously marked or are improperly marked	Halifax	Upper

14	10	Multiple pricing of same article or no price at all	Halifax	Lower
4	20	Shelf price not same as product price - confusing, discouraging	Ottawa	Lower
22	8	Items on shelf which are incorrectly or not marked	Pretest	Upper
5	27	Prices not always on items	Vancouver	Upper
6	12	Mistakes in ticket prices	Ottawa	Upper
11	8	Unpriced items	Ottawa	Upper
10		High Price of Groceries		
147	1	High price of groceries	Quebec	Upper
31	4	Total cost of purchase is too high - increases each due to inflation	Quebec	Lower
52	1	High prices of groceries	Vancouver	Lower
32	2	Price of groceries in general	Ottawa	Upper
53	3	Price fluctuations (increasing prices)	Vancouver	Upper
24	5	Tax on toilet paper	Vancouver	Lower
11		Difference in Prices from Store to Store on Same Products		
15	18	Price fluctuation of standard products in different stores (e.g., Kellogg Corn Flakes)	Vancouver	Upper
59	1	Difference in prices from one store to another on same product	Halifax	Lower
26	6	Price variation - week to week and store to store - why	Regina	Upper
21	7	Different prices for the same products in different retail outlets	Quebec	Lower
49	5	Big difference in price for similar products manufactured by different companies (e.g. light bulbs)	Quebec	Upper
25	4	Variation in prices from store to store for same product	Vancouver	Lower

12			Retailers are Quick to Raise Prices When Costs go up - But Very Slow to Lower Them When They go Down		
	15	14	Increase in price due to market conditions (e.g., bakery goods and supply of sugar) but when market drops consumer does not get benefit	Halifax	Upper
	45	1	Retailers are quick to raise prices when costs go up - but very slow to lower them when they go down	Quebec	Lower
	32	7	Rapidity with which retailers put price increases into effect	Quebec	Upper
	36	3	Unexplainable (illogical) price increases for certain products	Quebec	Lower
13			Local Products Cheaper Elsewhere		
	67	1	Local products cheaper elsewhere	Vancouver	Upper
	28	11	Failure to sell local products (e.g., fruits and vegetables)	Quebec	Upper
	17	8	High price pf paper products in forest land	Vancouver	Lower
	19	9	Certain products (e.g., cheese) made in Quebec more expensive than imported products (why?)	Quebec	Lower
14			Marketing Boards/Lack of Competition		
	8	16	Not enough supermarkets - lack of competition	Pretest	Upper
	42	6	Marketing boards not conveying their worth (and necessary)	Vancouver	Upper
15			Lights Which Enhance Meat, Makes it Look Better than it Really is		
	9	17	Lights which enhance meat, make it look better than it really is	Halifax	Upper
	8	13	Meat lights enhance look of products in the display	Regina	Lower

16			Packaging of Meat to Hide Bone, Fat, Spoiled Sections so it Appears Better Than it Really is		
	22	8	Bacon which has too much fat	Halifax	Upper
	80	1	Meat and produce packaging tricks by stores, i.e., large side of bone is hidden/also tucking in of chicken fat	Halifax	Upper
	11	11	Don't like meat packaging 'tricks' to cover spoiled meat	Ottawa	Lower
	26	4	Packaged meats - cannot see what is inside - too much fat, broken	Regina	Lower
	10	12	Meat not always what it says on label (e.g., chops)	Ottawa	Lower
	27	5	Meat trays (packaging) which hide the underside of the product	Pretest	Upper
17			Not Enough Open-dating and Not Standard Code by all Manufacturers		
	27	12	Not enough open dating and not standard code by manufacturer	Vancouver	Upper
	19	5	Meat packages dates are needed	Ottawa	Lower
	10	12	Expiry dates are hard to find or missing (stale goods)	Halifax	Lower
	44	3	Open dating is unclear - hard to find and read (in meat, dairy, bread products)	Regina	Upper
	52	4	Reliability of the expiration date on food products	Quebec	Upper
	29	9	Coding system used to indicate expiry dates are difficult to understand	Quebec	Upper
18			Goods Left on the Shelf Past Expiry Date		
	7	11	Outdated products (past expiry date)	Ottawa	Upper
	18	7	"Expired" products not removed from shelves	Regina	Lower
	18	12	Goods left on shelf past expiry date	Halifax	Upper

19			Over Packaging of Items by Manufacturer, (Deceptive Packaging and Wasteful)		
	76	1	Deceptive packaging and wasteful packaging - also recycling of packaging not available	Regina	Upper
	35	8	Too much packaging	Vancouver	Upper
	6	16	Excess packaging (fresh items)	Ottawa	Lower
	12	13	Too much extra packaging on some products (e.g., cookies)	Pretest	Upper
	15	11	Too fancy packaging, giving rise to unnecessarily high prices	Quebec	Lower
20			Pre-Packaged Produce		
	64	3	Prepackaging of fruits and vegetables (bad mixed with the good)	Quebec	Upper
	4	20	Don't like prepackaged produce	Ottawa	Lower
	6	18	Pre-packaged fruits and vegetables	Pretest	Upper
21			Poor Package Design - Very Inconvenient to the Consumer		
	32	2	Souring of milk before expiry date (plastic bags) - could be poor packaging	Vancouver	Lower
	4	17	Jars and packages that have been opened by customers	Ottawa	Upper
	11	14	Packaging of eggs (too many broken)	Pretest	Upper
	17	17	Packaging of perishable items so they can be stored	Vancouver	Upper
	4	20	Packages hard to open	Ottawa	Lower
	1	25	Reclosable produce packages	Ottawa	Lower
	43	5	Hard to open reusable packages	Vancouver	Upper

	32	10	Plastic milk pouches	Vancouver	Upper
	9	14	Detergent in plastic lined boxes would be better	Ottawa	Lower
	17	8	Spray cans that plug up after 'first' use	Regina	Lower
	14	10	Bulk products (sugar, flour, etc.) - bags with holes	Regina	Lower
	30	4	Poor packaging of potatoes by distributors would be better if mesh bag, then could see what you are getting	Halifax	Upper
	11	16	Lack of univormity of milk bags	Halifax	Upper
	20	7	Poor wrapped meat - messy	Vancouver	Lower
22			Large Sizes of Products are Not Always Cheaper, Sometimes More Expensive		
	4	17	Price of large packages not always a saving (sometimes more expensive)	Ottawa	Upper
	20	9	Large sizes or quantities of products are not always cheaper, sometimes more expensive	Halifax	Upper
	27	5	Large quantity items not always cheaper - makes comparing prices difficult	Regina	Upper
23			Products Packaged so Consumer Must Buy More than he Wants		
	21	15	Lack of small portions in meat or fish	Vancouver	Upper
	3	21	Unavailability of package size (not enough variation)	Ottawa	Upper
	7	24	Multiple packaging	Vancouver	Upper
	10	21	Small sizes not available	Regina	Upper
24			Goods Not Labelled as to Contents, Grade, Quality, and Origin (this Includes Fresh Items)		
	15	14	Information (%) not available on ingredients that might be allergenic	Regina	Upper
	15	14	Information (%) not available on additives	Regina	Upper

	19	10	Information (%) not available on food value	Regina	Upper
	9	10	Labelling of who makes house brands - would make it easier to judge products	Vancouver	Lower
	10	12	Label should indicate ingredients - % of each	Ottawa	Lower
	45	4	Specific content of food not always available (e.g., oil)	Vancouver	Upper
	4	29	Lack of labelling hypo-allergenic products	Vancouver	Upper
	33	3	Not enough information on packages concerning contents	Pretest	Upper
	2	31	Content of pet foods not stated	Vancouver	Upper
	27	5	Meat not labelled as to grade and quality - makes it difficult to judge what you are buying	Halifax	Upper
	8	19	Produce dept. does not tell consumer where goods are from (e.g., Ontario peaches). If labelled could support local farmer and get better price/ also fish	Halifax	Upper
	15	14	Difficult to judge quality of various ground beef products	Regina	Upper
25			Difficult to Read and Understand the Labels on Packages		
	13	20	Instructions and contents hard to read	Vancouver	Upper
	3	16	Direction on package hard to understand - could lead to using too much	Vancouver	Lower
	21	7	Difficult to read and understand the labels on packages	Quebec	Lower
26			Increasing Weight of Vegetables by Watering		
	11	21	Watering vegetables (increases their weight)	Vancouver	Upper

			Poor Storage by Stores, Leads to Contaminated Products		
	12	11	Packaged dry goods are wet when purchased (poor packaging and storage)	Halifax	Lower
	17	6	Poor control of storage for staples - leads to 'bugs'	Ottawa	Lower
	24	7	Poor packaging of bulk dry products - sugar, flour, oatmeal	Regina	Upper
28			Poor Sanitary Practices by Store in Meat and Produce Departments		
	13	12	Questionable hygiene practices in meat departments	Pretest	Upper
	47	1	Produce department not well maintained - bad apples, flies, poor cleanliness (not enough staff)	Regina	Lower
	29	9	Lack of cleanliness in the stores	Quebec	Upper
29			Too Many Dented Cans		
	7	22	Damaged/dented cans	Quebec	Upper
	3	20	Entire shelves of dented cans	Pretest	Upper
	34	4	Dented cans on shelves	Halifax	Lower
30			Stores Selling Previously Frozen Goods (They are Thawed and Sometimes Not Marked, esp. meat)		
	28	4	Meat specials that have been previously frozen	Regina	Upper
	16	13	Difficult to know if product has been previously frozen	Regina	Upper
	24	6	Previously frozen meat, poor control of refrigeration units, or meat not marked	Halifax	Upper
	17	8	Stores should not sell previously frozen goods	Halifax	Lower
	31	2	Should not sell previously frozen meat	Ottawa	Lower
	30	3	Previously frozen meat not always marked	Regina	Lower

31			Stores Selling Frozen Goods which are Thawed due to Poor Refrigeration Units, Overstocking of Refrigeration Units		
	28	4	Warm refrigeration units resulting in unfrozen products	Pretest	Upper
	14	8	Controls for thawing out of frozen products	Ottawa	Lower
	15	9	Products that have partly thawed (frozen orange juice)	Regina	Lower
	32	3	Poor handling of frozen goods (getting them on the shelves slowly, stacking shelves so goods defrost	Halifax	Upper
	10	9	Poor refrigeration units - thawed goods	Ottawa	Upper
32			No Freezer Bags for Frozen Products		
	8	19	No freezer bags available	Halifax	Upper
	24	6	No freezer bags for frozen products	Pretest	Upper
3			Out of Stock Items		
	25	12	Shelf stock becomes depleted too quickly	Quebec	Upper
	11	9	Out of stock	Vancouver	Lower
	33	5	Under stocked shelves	Halifax	Lower
	26	3	Understocked shelves	Ottawa	Upper
	18	12	Out of stock on many items	Regina	Upper
	8	16	Poor stock levels in late opening stores	Pretest	Upper
	23	13	Out of stock	Vancouver	Upper
	24	5	Poor stock on shelf early in week (Tuesday)	Regina	Lower
34			Standard Items not Carried by Store		
	6	12	Discontinued brands - that consumer liked, e.g., Swiss Mocha, Pillsbury Angel food mix	Vancouver	Lower
	7	15	Plain paper products not always available	Ottawa	Lower

	5	17	All sizes not always available	Ottawa	Lower
	6	13	Stores don't carry large sizes of canned goods	Halifax	Lower
	5	19	Stores which do not sell large economy sizes of products (e.g., soap)	Pretest	Upper
	2	21	Lack of selection of colours in tissues and soaps	Pretest	Upper
35			Too Many 'Sugar', 'Additive' foods and Not Enough 'Organic' Selection		
	58	2	Too many foods contain too much sugar	Vancouver	Upper
	11	20	Nutritive value of cereals	Quebec	Upper
	21	4	Too many products with additives, e.g., preservatives	Ottawa	Lower
	15	14	Not sufficient choice of sugar free products	Regina	Upper
36			Not Enough Staff in Supermarkets to Provide Adequate Service		
	50	1	Not enough staff in supermarkets to provide adequate service	Ottawa	Upper
	11	20	Lack of available personnel - always on coffee breaks	Quebec	Upper
37			Poor Attitude of Staff Towards Job and Customers		
	15	5	Poor handling of groceries by staff	Ottawa	Upper
	21	7	Relationship between staff and customers is poor, staff is discourteous	Halifax	Lower
	5	14	Sales staff indifferent and perhaps unfriendly	Vancouver	Lower
			Poor Car Order Pick-up Service		
	16	4	Poor customer service pick-up	Ottawa	Upper
	1	22	Poor car order pick-up service	Pretest	Upper

	3	23	Insufficient pack boys for packing and loading	Ottawa	Lower
	23	7	Poor car pick-up service at grocery stores/ poor weighing of produce - both could be due to lack of staff	Halifax	Upper
39			No Customer Weigh Scales		
	6	12	No customer weigh scales	Ottawa	Upper
40			Children's Junk Food at Cashiers		
	5	24	Special promotion displays at the check-out counter (particularly those aimed at children)	Quebec	Upper
	34	9	Children's junk food at cashier	Vancouver	Upper
	2	22	Candy and gum by checkout (kids products)	Ottawa	Upper
	11	14	Candy and gum at the check-out counter	Pretest	Upper
1			Aisle and Display Shelving Makes it Inconvenient and Difficult for Consumer to Shop		
	6	12	Cluttered shelves - 1/2 French labels always looking at you	Vancouver	Lower
	19	9	Most attractive/non essential products displayed at store entrance while necessities are found on the shelf	Quebec	Lower
	20	15	Arrangement of goods on shelves which encourages excessive purchasing and con= sumption	Quebec	Upper
	3	16	Aisle displays makes shopping difficult	Vancouver	Lower
	7	22	Display shelving of goods (particularly ends of aisles) inconvenient and perhaps dangerous to consumer	Halifax	Upper
	6	26	Aisle displays (in way)	Vancouver	Upper
	44	17	Cluttered aisles - hazard for shoppers	Ottawa	Upper
	7	14	Stocking shelves during shopping hours - cluttered aisles - makes it difficult to shop (sale displays)	Regina	Lower

	5	17	Aisles too narrow - dirty	Ottawa	Lower
	13	9	Aisle end displays esp. at checkout can't see price on cash register	Ottawa	Lower
42			Non-Grocery Items Sold in Supermarkets		
	13	18	Non grocery products makes shopping more difficult	Regina	Upper
	5	14	Non-grocery items in supermarkets	Vancouver	Lower
	9	17	Too many non-grocery items in stores	Halifax	Upper
43			Supermarket Inconveniences (design, music)		
	2	19	No public washrooms in stores	Vancouver	Lower
	6	23	Objection to plastic bags and no double bagging	Halifax	Upper
	1	23	Shopping carts with no bottom rack	Ottawa	Upper
	1	33	Loud music in stores	Vancouver	Upper
	5	15	Supermarkets too large (slow shopping)	Ottawa	Upper
	22	3	Layout not good for wheelchairs and strollers	Ottawa	Lower
	4	17	Design of shelves inconvenient to consumer (products out of reach)	Ottawa	Upper
44			Overcharging for Groceries due to Errors at Cashier		
	18	12	Overcharging for groceries (cashiers); very difficult to check and detect exactly when you were overcharged	Halifax	Upper
	13	9	Cashiers should call out prices	Ottawa	Lower
	20	6	Checkout clerk not careful when ringing up prices	Regina	Lower
	21	14	Difficult to check total at the check-out to be sure it's right	Quebec	Upper
	18	9	Human error on computer type cash registers (e.g., \$6.90 vs. \$.69)	Pretest	Upper

		Long Waits at Checkout due to Insufficient Cashiers, Express Lane Abuse and Poor Cheque Cashing Procedures		
11	12	Express lane not restricted (or enforced) to a few items	Regina	Lower
16	7	Insufficient cashiers	Ottawa	Lower
23	7	Slow check-out counters	Pretest	Upper
19	10	Store which do not enforece express lane limit	Halifax	Upper
47	2	Long waits at check-out	Halifax	Lower
12	7	Poor system for cheque cashing	Ottawa	Upper

APPENDIX 3

PROBLEM STATEMENTS MENTIONED WITHIN NGT SESSIONS

FURNITURE/APPLIANCES (MEN)

CONSUMER SHOPPING STUDY

APPENDIX THREE

Men - Furniture and Appliances

Problem Number	Points	Rank	Problem	City	Income Level
1			PLANNED OBSOLESCENCE - PRODUCTS BUILT TO LAST ONLY A FEW YEARS		
	5	11	L. Planned obsolescence in less expensive appliances (throw away rather than repair)	Quebec	Lower
	7	9	Q. Planned obsolescence - products built to last only a few years	Vancouver	Lower
	29	1	C. Planned obsolescence over a short time frame (difficult to get replacement parts)	Ottawa	Lower
	36	7	I. Decline in product quality / planned obsolescence of products	Quebec	Upper
2			HIGH COST / UNAVAILABLE PARTS MAKES REPAIR UNREASONABLE		
	4	17	P. Costs of repairs forces consumer to buy new product	Vancouver	Lower
	12	8	G. Discontinued fabrics or styles makes additions or replacements impossible	Halifax	Lower
	7	19	O. Discontinued lines - inability to obtain same item later	Ottawa	Upper
	20	5	L. Cost of repairs exceeds cost of of new article	Halifax	Lower
	10	16	P. Difficulty to obtain parts for for older models (e.g. lawnmowers)	Ottawa	Upper
	9	12	F. Poor supply lines to dealers on replacement parts	Ottawa	Lower
	19	15	L. Difficult to obtain parts - particularly for older models	Quebec	Upper
	14	4	R. Unable to buy parts	Vancouver	Lower
	57	2	E. Products don't last as long - and then parts not available (e.g., refrigerator, stove)	Regina	Upper

Problem Number	Points	Rank	Problem	City	Income Level
	26	7	G. Difficult to get parts and repair manual and parts	Regina	Upper
	49	4	I. Repair of product very expensive	Regina	Upper
3			HIGH PRESSURE SALESMEN (COMMISSION SYSTEM)		
	15	6	A. Pressure to use on the spot financing leads to expensive interest charges	Halifax	Lower
	4	20	K. Dishonest salesmen attempt to pass off demonstrators as new	Quebec	Upper
	13	10	J. Commission salestaff too high pressure	Vancouver	Upper
	10	19	O. High pressure salesmen	Quebec	Upper
	12	7	E. High pressure salesmen	Vancouver	Lower
	8	11	K. Door to door high pressure salesmen that shame you into buying something. Consumer not aware of his right to cancel contract in a prescribed time	Halifax	Lower
	9	17	A. Too many high pressure salesmen (due to commission system) e.g. Bad Boy, Colonial Furniture	Ottawa	Upper
	1	24	F. Salesmen who downgrade products with long tradition in order to sell own product	Ottawa	Upper
	6	21	Q. Salesmen who accept no responsibility for what they told you once sale is made	Ottawa	Upper
4			IGNORANT / UNTRAINED SALESPERSONS WHO CAN'T HELP YOU AND PERHAPS MISLEADS YOU WITH WRONG INFORMATION		
	9	12	H. Ignorant / untrained salespersons who can't help you and perhaps misleads you with wrong information	Ottawa	Lower
	66	1	A. Sales staff lack knowledge of products	Vancouver	Upper
	71	1	B. Salesmen lack product knowledge (think high priced items are better)	Ottawa	Upper
	73	1	A. Incompetent salesperson - pushing their product - don't know facts	Regina	Upper

Problem Number	Points	Rank	Problem	City	Income Level
	23	12	G. Inability of salesmen to offer useful advice	Quebec	Upper
	15	3	D. Salesman lack product knowledge	Vancouver	Lower
	48	4	C. Incompetence of certain salesmen	Quebec	Upper
	23	2	C. Poor knowledge or products and lack of interest on the part of retailer	Quebec	Lower
	6	12	C. Most sales personnel know very little about the quality of materials in products' they cannot provide useful advice	Halifax	Lower
5			INADEQUATE SALES STAFF IN DEPARTMENT STORES		
	44	3	C. Inadequate sales staff in department stores	Vancouver	Upper
	11	13	W. No staff in dept. stores	Ottawa	Upper
	3	15	O. Lazy unattentive sales staff	Halifax	Lower
	14	4	C. Can't find salesmen in department store	Vancouver	Lower
6			DIFFICULTY GETTING SERVICE UNDER WARRANTY		
	32	6	D. Difficult to get dealer and manufacturer to stand behind product - passing buck	Regina	Upper
	45	2	C. Difficult to find firm to stand behind product - both retailer and manufacturer	Regina	Lower
	20	14	T. Too many imported products	Quebec	Lower
	14	7	J. Foreign manufactured appliances which cannot be repaired (even under warranty) due to lack of parts	Halifax	Lower
	6	12	I. Slowness in servicing items near end of warranty so that owner forced to pay for service covered by warranty	Halifax	Lower
	22	3	Q. Honouring of warranties	Ottawa	Lower
	5	16	K. Many brands do not have authorized service outlet in area	Vancouver	Lower

Problem Number	Points	Rank	Problem	City	Income Level
	61	2	F. Poor after sales service / honouring of guarantees (manufacturer and distribution)	Quebec	Upper
	6	10	I. Retailer doesn't provide warranty service - forced to deal with the manufacturer	Quebec	Lower
	14	7	J. Warranties are better respected for those products not yet paid for (purchased on credit)	Quebec	Lower
7			PRODUCTS ARRIVE DAMAGED / INCOMPLETE/ INCORRECT AND COMPLAINTS HARD TO GET LOOKED AFTER		
	6	11	F. Difficult to get satisfaction on complaints after sale	Vancouver	Lower
	6	11	L. Many middlemen makes it hard to get complaints looked after	Vancouver	Lower
	2	19	D. Getting items repaired which have arrived in damaged condition	Ottawa	Lower
	5	16	K. Delivered products which are not correct with respect to colour/style	Ottawa	Lower
	18	4	D. Delivered products which are different from those purchased	Quebec	Lower
	15	8	M. Failure for pkged products to be complete (missing parts)	Ottawa	Upper
8			HIGH COST AND POOR QUALITY AFTER SALES SERVICE		
	16	16	Q. Incompetent technicians	Quebec	Upper
	26	1	B. Incompetent repair personnel	Quebec	Lower
	6	11	M. Difficult to get good qualtiy servicing	Vancouver	Lower
	3	16	S. Retailers who fail to offer follow-up service	Ottawa	Lower
	14	17	J. High cost of after sales service	Quebec	Upper
9			NEED TO REPLACE WHOLE UNITS WHEN ONLY SMALL PART IS NEEDED		
	24	2	G. Need to replace whole units/sub-assemblies as opposed to the defective part only (more expensive)	Ottawa	Lower

Problem Number	Points	Rank	Problem	City	Income Level
	13	11	K. Necessity to replace whole units to repair small parts	Ottawa	Upper
10			COMPLEX PRODUCTS WHICH MAKE SERVICING DIFFICULT / INCONVENIENT		
	9	9	N. T.V. sets which cannot (are not) be properly adjusted	Halifax	Lower
	46	2	H. Design which makes self own repair/ Maintenance very difficult	Ottawa	Upper
	9	9	M. Complex new items (microwave) that cannot be repaired locally	Halifax	Lower
11			MISLEADING / CONFUSING ADVERTISEMENTS AND PROMOTIONS		
	4	17	I. Guarantees (promotion) very misleading, e.g., 5-year picture tube	Vancouver	Lower
	18	4	H. False information concerning credit terms	Quebec	Lower
	22	3	G. False advertising concerning product prices	Quebec	Lower
	29	10	R. Dishonest advertising	Quebec	Upper
	13	6	G. Misleading advertising - everyone advertises "our best" - confusing for consumer	Vancouver	Lower
	18	5	B. Last years models sold as 'new' even though new models available customer can't tell the difference	Halifax	Upper
	33	7	F. Misleading advertising by ommission on sales	Vancouver	Upper
	40	5	C. Difficult to evaluate advertising- can you believe it - newspaper pictures don't match product	Regina	Upper
	22	3	A. 'Bait & Switch' kind of advertising i.e. failure to stock or recommend advertised specials	Ottawa	Lower
	18	6	E. Goods on display but not in stock	Ottawa	Upper
	20	5	N. False or Misleading advertising (misrepresentation) claims not substantiated	Ottawa	Upper
	11	13	I. False discount prices (e.g. 30% off)	Ottawa	Upper

Problem Number	Points	Rank	Problem	City	Income Level
12			WARRANTIES CONFUSING / RESTRICTIVE		
	19	9	J. Difficult to judge value of warranty period	Regina	Upper
	35	3	B. Difficult to sort out meaning or terms of guarantees	Regina	Lower
	26	11	M. Guarantees which are too restrictive (doesn't cover all of the product) and too short	Quebec	Upper
	13	11	R. Misrepresentation of warranty	Ottawa	Upper
	4	23	U. Difficult in assessing value of service contracts	Ottawa	Upper
13			DIFFICULT TO JUDGE QUALITY / VALUE FOR MONEY		
	18	4	E. Different quality levels for different models sold under a single brand name (can't rely on brand name always)	Quebec	Lower
	40	5	H. Difficulty to judge the quality, durability / value of new appliance/ furniture	Quebec	Upper
	8	8	T. Differences between models not so great as price implies or consumer is lead to think	Vancouver	Lower
	21	5	E. Difficulty in determining best value for the money given the large variety of models	Ottawa	Lower
	58	2	E. Difficult to judge product quality value for money	Vancouver	Upper
	57	2	B. Difficult to understand technical description and relate this to price, quality	Regina	Upper
	59	1	A. Difficult to judge quality of materials (particularly fabric) - products in general, value for money	Regina	Lower
	47	3	C. Difficult to assess the quality of furniture construction	Halifax	Upper
	60	2	D. Difficult to judge which is the best buy among several models of appliances	Halifax	Upper

Problem Number	Points	Rank	Problem	City	Income Level
	23	4	B. Hard to judge the quality of workmanship in furniture and appliances also hard to judge the quality of materials in furniture	Halifax	Lower
	9	17	S. Confusion regarding difference in model,year and number	Ottawa	Upper
14			TOO MANY MODELS / BRANDS		
	3	13	K. Too many product models - too much variety	Quebec	Lower
	16	10	F. So many brands, many by same manufacturer, difficult to choose	Regina	Upper
	35	6	I. So many models and brands make it difficult to choose (national and store Brands)	Vancouver	Upper
	18	6	X. Multiplicity of models	Ottawa	Upper
15			NOT ENOUGH CHOICE		
	16	10	H. Retailers not interested in handling low volume lines	Regina	Upper
16			POOR WORKMANSHIP AND MATERIAL OF FURNITURE / APPLIANCES		
	22	1	A. Poor workmanship and materials, furniture/appliances - hard to detect when buying	Vancouver	Lower
	45	3	N. Very few standards exist concerning consumer products. Those which exist are not adequate	Quebec	Upper
	37	6	D. Poor quality of furniture unless very expensive	Quebec	Upper
	27	10	S. Poor quality of products (manufacturing)	Quebec	Upper
	10	9	A. Durability of colour TV's	Quebec	Lower
	80	1	A. Quality of newer appliances is substantially lower than older ones (more repairs required: less reliable: lower performance	Halifax	Uppper
	34	5	F. Artificial materials in furniture looks good but won't last	Regina	Lower

Problem Number	Points	Rank	Problem	City	Income Level
	18	7	R. Poor quality of hidden workmanship in furniture	Ottawa	Lower
17			PROLIFERATION OF GADGETS WHICH ARE VIRTUALLY USELESS		
	39	4	E. Inability to get certain product features in less expensive items (intentional on part of manufacturer)	Halifax	Upper
	37	4	B. Products with unwanted features	Vancouver	Upper
	34	8	B. Proliferation of gadgets which are virtually useless	Quebec	Upper
	87	1	A. Multiplicity of models and gadgets	Quebec	Upper
18			POOR DESIGN APPLIANCES / FURNITURE (UNSAFE, IMPRACTICAL)		
	15	8	M. Poor safety features of electrical appliances (e.g. grounding)	Ottawa	Lower
19			LONG WAITS FOR DELIVERY / NOT DELIVERED ON PROMISED DATE		
	14	9	D. Charges to account before items are delivered	Ottawa	Upper
	5	9	H. Not delivered on promised date	Regina	Lower
	6	11	N. Products not delivered on time promised	Vancouver	Lower
	14	9	J. Failure to comply with promised dates on out of stock items	Ottawa	Upper
20			LACK OF INFORMATION CONCERNING THE PLACE OF ORIGIN AND MANUFACTURER		
	13	8	F. Lack of information concerning the origin of products (e.g. Canadian)	Quebec	Lower
	22	13	P. Difficult to find out which products are made in Quebec	Quebec	Upper
	7	4	S. Store brands should be tagged by manufacturers	Vancouver	Lower
21			LACK OF PRODUCT INFORMATION CONCERNING MATERIALS / SAFETY/ PERFORMANCE		
	30	3	G. Lack of comparative performance data in Canada (such as Consumer Reports in U.S.)	Ottawa	Upper

Problem Number	Points	Rank	Problem	City	Income Level
	7	14	J. Lack of information in upholstered furniture concerning safety and health hazards e.g. carcenogenic, hyper allergenic, fire safety	Ottawa	Lower
	25	8	D. Lack of information on Canadian models	Vancouver	Upper
	35	3	G. Specifications (contents) of materials not available - both furniture and appliances	Regina	Lower
	10	11	L. Lack of measure (info) concerning the expected lifetime of products	Ottawa	Lower
	14	9	I. Lack of good information (written) concerning the product (what's in it etc.)	Ottawa	Lower
22			PRICE DIFFERENCES FROM STORE TO STORE ON SAME ITEM/CONFUSING SHOPPING		
	11	13	T. Wide price fluctuations for same item in different stores (sometimes same chain)	Ottawa	Upper
	5	22	V. Large amount of time required to carry our comparison shopping	Ottawa	Upper
	19	2	H. Great price variation for very similar products from store to store confusing	Vancouver	Lower
	34	5	D. Different price for same brand makes shopping around a problem	Regina	Lower
	19	6	B. Differences in prices among identical models in different stores (30-60%)	Ottawa	Lower
	32	1	F. Wide variation in price for same item in different stores (and on different days) this makes it hard to shop around	Halifax	Lower
	11	18	E. Price wars on stereo equipment	Quebec	Upper
23			DIFFICULT TO KNOW WHEN AN ITEM MAY BE GOING ON SALE		
	25	8	G. No advice that item is going on sale	Vancouver	Upper

Problem Number	Points	Rank	Problem	City	Income Level
	7	19	L. Not knowing when (best, time sale) to buy in order to get good price	Ottawa	Upper
	37	4	H. Less difference in prices - regular to sale prices	Vancouver	Upper
	4	17	J. Salesmen don't tell you that things are going on sale	Vancouver	Lower
24			EXTREMELY HIGH MARK UP ON FURNITURE/ DIFFICULT TO GET 'GOOD' PRICE		
	6	15	N. Sale prices which are higher than regular prices	Ottawa	Lower
	28	4	C. Difference in price between name and House brands (difficult to assess if difference is reasonable)	Ottawa	Upper
	13	10	O. Raising of prices of merchandise already in stock to coincide with last prices bought	Ottawa	Lower
	21	8	K. Difficult to get "good" price at local retailers	Regina	Upper
	29	2	E. Extremely high mark up on furniture	Halifax	Lower

APPENDIX 4

PROBLEM STATEMENTS MENTIONED WITHIN NGT SESSIONS

FURNITURE/APPLIANCES (WOMEN)

APPENDIX FOUR

Women - Furniture and Appliances

Problem Number	Points	Rank	Problem	City	Income Level
1			PLANNED OBSOLESCENCE - PRODUCTS BUILT TO LAST ONLY A FEW YEARS		
	86	2	M. Short life of new appliances (poor quality)	Quebec	Upper
	67	4	B. Planned obsolescence of appliance	Quebec	Upper
	39	2	E. Appliances not built to last - planned obsolescence	Vancouver	Lower
	72	3	F. Build in planned obsoles - can't buy parts after	Vancouver	Upper
	62	1	G. Planned obsolescence in goods force you to purchase more often	Halifax	Upper
	34	8	L. Products not built to last (would pay more for one that lasted longer)	Regina	Upper
2			HIGH COST / UNAVAILABLE PARTS MAKES REPAIR UNREASONABLE		
	7	22	M. Unreliable service for older appliances	Pretest	Upper
	43	8	C. Difficult to evaluate whether to repair an old appliance or buy a new one	Quebec	Upper
	18	9	I. Discontinued lines make shopping difficult (to add) repair - no replacement parts	Vancouver	Lower
	39	2	B. Chain retailers change manufacturer but keep selling under same brand name - can't get parts for appliances 5 years after they are bought	Quebec	Lower
	38	3	J. High cost of repairs - sometimes exceed cost of article new	Vancouver	Lower
	27	7	J. Repair cost is too high for modern conveniences	Halifax	Lower
	92	1	A. Difficult to obtain spare parts	Quebec	Upper

Problem Number	Points	Rank	Problem	City	Income Level
	16	9	B. Hard to get replacement parts for T.V.	Halifax	Lower
	60	1	K. Unavailable parts. (could be due to plastic parts)	Regina	Upper
	58	2	A. Availability of parts have to wait long periods of time to get them. Delays in Servicing of up to three months without use of appliance	Halifax	Upper
3			HIGH PRESSURE SALESMEN (COMMISSION SYSTEM)		
	37	7	A. Cannot trust what salesperson tells you---salesperson is uninformed and biased	Regina	Upper
	31	8	I. Misleading sales staff / promises which are not respected	Halifax	Upper
	18	13	K. Commission salesmen pushing and misleading (say one thing -- can you trust?)	Vancouver	Upper
	13	14	J. High pressure salesmen (due to commission system)	Pretest	Upper
	18	8	D. Sales staff should inform customer when they buy an item that it is discontinued	Halifax	Lower
	18	6	E. Salesmen try to sell you alternate goods than what you really want	Ottawa	Upper
	21	8	D. Pushy salesmen (commission) - selling poor quality - just to make a fast buck	Vancouver	Lower
	7	12	L. Undercutting of prices by carpet dealers (could apply to others)	Halifax	Upper
4			IGNORANT / UNTRAINED SALESPERSONS WHO CAN'T HELP YOU AND PERHAPS MISLEADS YOU WITH WRONG INFORMATION		
	36	10	J. Lack of information on product maintenance/operation by salesmen	Quebec	Lower
	17	10	F. Unqualified salesperson - lack of information to give consumer about what they're selling	Vancouver	Lower
	69	3	D. Incompetent salesmen - incapable of explaining operation of appliance	Quebec	Upper

Problem Number	Points	Rank		Problem	City	Income Level
	19	9	L.	Incompetent salesmen	Quebec	Lower
	43	3	A.	Salesclerks not knowledgeable about fabrics (e.g. scotch guarding) or products (appliances)	Regina	Lower
	25	11	I.	Lack of trained sales persons	Vancouver	Upper
	32	3	G.	Untrained and Uniformed sales staff	Ottawa	Lower
	19	4	A.	Lack of knowledge by sales personnel	Ottawa	Upper
	58	2	H.	Lack of product knowledge by sales staff tend to push own product	Halifax	Upper
	2	41	C.	Lack of trained personnel to give information on TV's etc.	Pretest	Upper
5				NO COMPARATIVE DEMONSTRATIONS ON WORKING APPLIANCES IN SAME STORE		
	13	9	I.	No comparative demonstrations on working appliances in same store	Ottawa	Upper
	27	2	G.	Difficult to try out merchandise in your home before you buy	Ottawa	Upper
	11	10	O.	No samples available to consumer (shopping aids they don't have)	Ottawa	Upper
	8	10	M.	More in-store demonstrations	Ottawa	Lower
6				DIFFICULT GETTING SERVICE UNDER WARRANTY		
	10	7	I.	Service after sale inadequate (poor quality service)	Ottawa	Lower
	16	11	J.	Retailers who don't accept responsibility or don't honour the guarantee on furniture	Quebec	Lower
	3	33	G.	Poor service on guarantees and warranties (not standard across stores)	Pretest	Upper
	38	4	G.	Poor servicing on warranty	Halifax	Lower
	51	2	G.	Poor servicing even under warranty	Regina	Lower
	17	5	J.	Service not available from retailer (after guarantee)	Ottawa	Lower

Problem Number	Points	Rank	Problem	City	Income Level
7			PRODUCTS ARRIVE DAMAGED/INCOMPLETE / INCORRECT AND COMPLAINTS HARD TO GET LOOKED AFTER		
	9	9	Q. Missing parts for appliances and assembly instructions inadequate	Ottawa	Lower
	26	10	K. Lack of parts or missing when purchasing goods which are assembled by consumer	Halifax	Upper
	27	13	F. Furniture which is delivered in poor condition	Quebec	Upper
	16	9	F. Condition of goods when they arrive damaged during delivery	Halifax	Lower
	11	10	C. Poor service (re complaints) on cash sales	Ottawa	Upper
8			HIGH COST AND POOR QUALITY AFTER SALES SERVICE		
	58	2	H. Difficult to get proper servicing-service is usually incompetent	Regina	Upper
	9	12	R. Expensive customer services	Ottawa	Upper
	69	4	G. High cost of servicing (under warranty)	Vancouver	Upper
	38	3	H. Difficult to obtain repair for appliances when they have been modified or made for another manufacturer	Quebec	Lower
	31	5	K. Don't get good service unless you happen to personally know the salesman	Quebec	Lower
	13	17	P. Service contracts which are useless	Quebec	Upper
	53	4	C. Poor servicing procedures by repairmen. Many unnecessary trips you have to pay for.	Halifax	Upper

Problems 9 and 10 not included in women's responses.

Problem Number	Points	Rank	Problem	City	Income
11			MISLEADING/CONFUSING ADVERTISEMENTS AND PROMOTION		
	9	14	R. Misleading advertising--- product does not live up to consumer's expectations from ads	Regina	Upper
	32	10	O. Misleading advertising by omission of facts	Vancouver	Upper
	4	17	L. So called 'sale' item are same price 'regular' in different store	Ottawa	Upper
	2	16	O. Advertised price not cheaper - may be even more (Misleading Adv.)	Ottawa	Lower
	8	10	H. 'Sale' should be identified as 'last years', damaged, floor model, special sale item, why? is item on sale	Ottawa	Lower
	6	15	D. Brand names claimed best	Ottawa	Upper
	5	15	S. Not enough of product that is on sale	Regina	Upper
12			WARRANTIES CONFUSING/RESTRICTIVE		
	25	4	E. Fabric not guaranteed	Ottawa	Lower
	48	7	L. Guarantee not long enough (parts and labour)	Vancouver	Upper
	43	5	G. Warranty not as extensive as consumer is lead to believe	Regina	Upper
	40	9	I. Guarantees which apply only to parts (not labour)	Quebec	Upper
	30	5	H. No guarantee on fabric of furniture	Vancouver	Lower
13			DIFFICULT TO JUDGE QUALITY / VALUE FOR MONEY		
	6	15	H. Difficult to judge quality of store brands	Ottawa	Upper
	5	26	E. Difficulty in comparing prices/ value for same item but having different features (e.g. stove)	Pretest	Upper
	15	8	J. Hard to judge best buy, and when to buy	Ottawa	Upper

Problem Number	Points	Rank	Problem	City	Income Level
	54	3	B. Difficult to judge quality of construction for upholstery products	Regina	Upper
	23	10	P. Price is not good guide for Quality	Regina	Upper
	33	9	D. Too many brands---especially different brand names on same products by same manufacturer	Regina	Upper
	35	11	K. Difficult to evaluate the quality of rugs	Quebec	Upper
	52	6	O. Difficult to evaluate the many different models of electric appliances	Quebec	Upper
	23	8	A. Difficulty in purchasing electronic and stereo equipment - (multiplicity of brands and complexity of products)	Quebec	Lower
	24	7	C. Difficulty to make a choice due to the large number of brands available	Quebec	Lower
	23	3	B. Lack of variety in single store (you can't compare)	Ottawa	Upper
14			TOO MANY MODELS		
	16	9	H. No standard sizes of furniture	Halifax	Lower
15			NOT ENOUGH CHOICE		
	4	16	N. Used products not available--particularly from store	Regina	Upper
	15	3	K. Not enough discount houses selling brand name furniture	Pretest	Upper
	16	7	N. Lack of product choice, e.g. colour, fabric	Ottawa	Upper
	22	12	M. Too many appliances that use too much energy	Vancouver	Upper
16			POOR WORKMANSHIP AND MATERIALS OF FURNITURE/APPLIANCES		
	18	10	E. Non-brand small appliances are of poor quality	Quebec	Lower
	12	17	F. Quality on cheaper electronic equipment. Does not live up to minimum requirement.	Pretest	Upper
	50	1	C. Poor quality wood/fabric in furniture	Ottawa	Lower

Problem Number	Points	Rank	Problem	City	Income Level
	75	1	A. Difficult to find quality furniture at reasonable price	Vancouver	Upper
	43	6	D. Poor workmanship of furniture (rough edges, nails, etc.)	Halifax	Upper
	71	1	A. Workmanship of furniture is of poor quality-falls apart	Halifax	Lower
	47	3	K. Furniture is not as durable as it should be	Halifax	Lower
	28	1	F. Poor quality and poor workmanship	Ottawa	Upper
	56	1	C. Poor quality (craftmanship) for furniture - yet high prices	Regina	Lower
	55	6	D. Plastic parts on appliances break easy - refrigerators - dish washers	Vancouver	Upper
	5	26	A. Use of synthetics/plastics with wood in the manufacture of furniture (price too high for synthetics)	Pretest	Upper
	14	8	I. Durability of dial markings on appliances (stoves) under normal usage (cleaning, etc.).	Pretest	Upper
	41	2	D. Poor finishing and quality of appliances	Ottawa	Lower
	18	12	E. Fading and seams of poor quality-difficult to judge	Regina	Upper
	26	4	F. Modern manufacturing methods are not as good as older methods - too much use of plastic in furniture	Quebec	Lower
	52	6	E. Poor quality, leading to problems with guarantees	Quebec	Upper
	46	1	G. Poor quality covering material of new furniture	Quebec	Lower
	43	1	A. Quality of wood in furniture, imitation (poor construction)	Vancouver	Lower
	32	12	L. Furniture which doesn't work properly (e.g., drawers)	Quebec	Upper
	53	5	G. Poor quality of fabric on furniture	Quebec	Upper
17			PROLIFERATION OF GADGETS WHICH ARE VIRTUALLY USELESS		

Problem Number	Points	Rank	Problem	City	Income Level
	43	5	C. Appliances have too many features	Regina	Upper
	7	22	L. Unnecessary gadgetry on appliances (difficult to avoid)	Pretest	Upper
	18	13	C. Too many gadgets	Vancouver	Upper
	5	14	A. Too many features not wanted - e.g. fridges with ice maker	Ottawa	Lower
18			POOR DESIGN OF APPLIANCES/ FURNITURE (UNSAFE, IMPRACTICAL)		
	14	11	J. Styling/design of furniture (e.g. buttons on chesterfield) leads to excessive repairs	Halifax	Upper
	74	2	E. Poor design of appliances (stove) - steam up over burner	Vancouver	Upper
	3	17	I. Designed frigs--- inefficient use of space	Regina	Upper
	32	5	C. Style of furniture changes makes it difficult to replace or add furniture	Halifax	Lower
	20	15	N. Poor design of Quebecois furniture	Quebec	Upper
	28	6	I. Furniture which is not functional (not comfortable, doesn't stand up)	Quebec	Lower
	24	7	G. Continuous clean stoves - fire hazards can't clean	Vancouver	Lower
	17	15	N. Finish that you clean (continuous clean)	Vancouver	Upper
19			LONG WAITS FOR DELIVERY / NOT DELIVERED ON PROMISED DATE		
	45	5	B. Problems in buying - have to order it and wait long periods before you get it	Halifax	Upper
	22	14	Q. Failure to respect promised delivery dates	Quebec	Upper
	10	7	K. Difficult to schedule service calls and delivery date	Ottawa	Lower
	9	12	P. Poor delivery (long wait after order)	Ottawa	Upper

Problem Number	Points	Rank	Problem	City	Income Level
	4	15	L. Delivery time on orders is too long past promised date	Ottawa	Lower
	26	4	D. Difficult to obtain product due to back orders	Regina	Lower
20			LACK OF INFORMATION CONCERNING THE PLACE OF ORIGIN AND MANUFACTURER		
	10	20	D. Difficulty in finding out what company manufactured a private (house) brand	Pretest	Upper
	27	9	E. Serial and model number and other relevant information necessary for doing repairs is often hidden or hard to read (may cost extra trip by repairman)	Halifax	Upper
21			LACK OF PRODUCT INFORMATION CONCERNING MATERIALS / SAFETY / PERFORMANCE		
	3	33	B. Highly flammable materials in in chesterfields - but no label to indicate this fact	Pretest	Upper
	46	4	F. Inadequate labeling of content and care of upholstered furniture (foam material--safety)	Regina	Upper
	1	45	H. Inadequate maintenance information (particularly for upholstered goods)	Pretest	Upper
	19	4	Q. Lack of product info for consumers (esp. on Canadian goods)	Ottawa	Upper
	49	9	J. Lack of information about product - wear, fading	Vancouver	Upper
	42	8	B. No product care information	Vancouver	Upper
	12	6	F. Cleaning instructions not supplied	Ottawa	Lower
	7	12	P. Not enough info on health, hazards- Microwave ovens, non-allergenic	Ottawa	Lower
	19	11	M. Need independent info. to help evaluate parts. e.g. - sewing machine	Regina	Upper
	15	16	H. Poor labeling concerning product care, etc.	Quebec	Upper

Problem Number	Points	Rank	Problem	City	Income Level
	16	11	D. Lack of information concerning how to care for wood products	Quebec	Lower
	28	6	B. No directions as to cleaning of furniture	Vancouver	Lower
22			PRICE DIFFERENCES FROM STORE TO STORE ON SAME ITEM / CONFUSING SHOPPING		
	31	4	C. Prices of big ticket items differ greatly from store to store	Vancouver	Lower
	41	7	F. Differences in price of goods from one major dept. store to another ($75)	Halifax	Upper
	6	13	N. Different prices in different stores	Ottawa	Lower
23			HIGH COST OF FURNITURE / APPLIANCES DUE TO EXCESS PROFITS, DELIVERY CHARGES AND HIGH INTEREST CHARGES		
	29	6	I. Service (interest) charges too high	Halifax	Lower
	56	2	E. Over priced	Halifax	Lower
	8	14	K. Control on profits, should be ceilings	Ottawa	Upper
	62	5	H. Mark-up too high (on furniture)	Vancouver	Upper
	1	18	Q. Using transportation as an excuse for higher price	Regina	Upper
	4	17	S. Expensive delivery charges	Ottawa	Upper
	10	20	O. Delivery and set-up charges which are extra (appliance no good in store)	Pretest	Upper
24			CONSUMERS DON'T KNOW YOU CAN BARGAIN OR DON'T LIKE TO BARGAIN		
	7	22	N. Knowing whether or not to bargain (why should you?)	Pretest	Upper
	13	13	O. Consumers don't know you can bargain, or don't like to bargain	Regina	Upper

APPENDIX 5

PROBLEM STATEMENTS MENTIONED WITHIN NGT SESSIONS

AUTOMOBILE REPAIR SERVICES

Consumer Shopping Study

APPENDIX FIVE

Auto Repairs

Problem Number	Points	Rank	Problem	City	Income Level
1			GARAGE OWNERS LACK OF INTEGRITY BY TAKING ADVANTAGE OF CONSUMERS THROUGH UNFAIR PRACTICES SO REPAIRMEN MAKE MORE MONEY.		
	42	1	Lack of integrity (changed contract) - work quality	Vancouver	Upper
	34	3	Knowing whether or not repairs have actually been carried out (e.g. spark plugs).	Ottawa	Upper
	17	6	Breakage of good parts (either intentional or unintentional) during repairs on other items	Quebec	Lower
	27	11	Charging for repairs that have not been carried out	Quebec	Upper
	29	7	Charging for things that have not been carried out	Regina	Upper
	10	14	Charges for repairs that are not done, lack of integrity	Halifax	Upper
	19	4	Weak position of consumer when faced with unreasonable repair bill - have to pay to get your car back.	Ottawa	Lower
	32	1	Difficult to know who to trust (install used parts instead of new parts or don't do work at all)	Halifax	Lower
	48	4	Difficulty in judging the honesty of the garage owner	Quebec	Upper
	19	2	Honest repairs, unnecessary?	Vancouver	Lower
	36	10	Difficult to obtain an unbiased opinion as to whether or not repairs should be carried out	Quebec	Upper
	29	6	Conflict of opinion as to what services are required	Vancouver	Upper

Problem Number	Points	Rank	Problem	City	Income Level
1			cont'd.		
	37	9	Pressure put on owners to have additional repairs done - feel that these are unnecessary	Quebec	Upper
	10	12	Pressure tactics to sell unnecessary parts or service to ignorant consumers.	Ottawa	Lower
	3	15	Taking advantage of unknowledgeable owners - extra oil, etc.	Vancouver	Lower
	38	8	Lack of knowledge on the part of consumer - permits garages to abuse them.	Quebec	Upper
	17	11	Calamity phone calls	Vancouver	Upper
	31	6	Lack of personal knowledge on part of consumer as to the technical nature of the problem and what it should cost to fix it.	Halifax	Upper
	14	9	Misinterpretation of instructions often resulting in unnecessary work and high bills (work in large shops).	Ottawa	Upper
	29	1	Do extra repairs without authorization	Regina	Upper
	9	13	Garages who go beyond what is really necessary on authorization without consulting you.	Ottawa	Lower
	9	19	Replacement of parts which are not defective.	Quebec	Lower
	13	7	Changing parts which have not been requested	Quebec	Lower
	17	11	Collision repairs with poor quality second hand parts.	Vancouver	Upper
	18	5	Sale of remanufactured parts as new (at price of new parts)	Quebec	Lower

Problem [illegible]ber	Points	Rank	Problem	City	Income Level
2			NOT SURE THAT THE TIME CHARGED REPRESENTS THE REAL TIME SPENT ON REPAIRS		
	15	12	Charges for time in garage even when not working on car	Regina	Upper
	29	7	Not sure that time charged represents the real time spent on repairs	Halifax	Upper
	8	17	High hourly rate for which owner is charged for coffee breaks, other works, etc.	Ottawa	Upper
	11	14	Piece work done too quickly - owner pays according to rate for piece work even when the work done quicker.	Ottawa	Upper
	38	3	Pay for labour Book rates rather than actual time	Vancouver	Upper
	39	7	Loss of time/inefficiency due to poor management of the mechanic's time	Quebec	Upper
	12	8	Double billing - paid for time not worked on your car (coffee breaks)	Vancouver	Lower
	24	1	Charging for time which has not been put in	Quebec	Lower
	52	3	Coffee breaks paid by owner - very inefficient	Quebec	Upper
3			DEPERSONALIZED SERVICE - NO CONTACT BETWEEN OWNER AND MECHANIC		
	45	5	Owner not permitted to be present while repairs being carried out. Not able to verify parts used and time spent on repairs.	Quebec	Upper
	4	18	Impersonal - can't talk to mechanic	Regina	Upper
	22	6	Depersonalized service - no contact between owner and mechanic (owner obliged to make own diagnosis not just state problem).	Ottawa	Upper
	21	3	Loss of contact between customer and his car - feeling of isolation (don't know what they're doing).	Ottawa	Lower

Problem Number	Points	Rank	Problem	City	Income Level
4			NOT HAVING CONSUMERS INTEREST AT HEART, LACK OF PROFESSIONALISM		
	25	7	Not enough concern - garage not concerned about looking after car - just rushing to get through	Regina	Lower
	12	8	Lack of professionalism and concern about your car (leads to poor servicing).	Vancouver	Lower
	27	7	Mechanic should offer advice as to what is needed before proceeding with minor repairs.	Vancouver	Upper
	38	3	Minor workmanship problems which needs attention leads to inconvenience (poor quality control)	Halifax	Upper
	11	14	Failure to be open/frank/honest with customers regarding real situations (parts, spare tires).	Ottawa	Upper
	15	9	Failure of mechanics to inform customers of potentially dangerous defects .	Ottawa	Lower
5			LACK OF GUARANTEE ON WORK		
	28	2	No recourse if repairs are not done properly (e.g., damage caused by brake failure).	Halifax	Lower
	18	3	Lack of guarantee on workmanship	Vancouver	Lower
	33	6	Inadequate consumer protection, recourse for problems	Regina	Upper
6			INCOMPLETE SERVICING/REPEAT VISITS REQUIRED		
	48	2	Sometimes work done but not solving problem - unnecessary repairs	Regina	Upper
	39	3	Difficult to get work done properly - problem still exists after service is paid for.	Regina	Lower
	14	5	Tune-ups that do not help the car one iota.	Vancouver	Lower
	10	15	Work requested is not always carried out.	Quebec	Upper

Problem Number	Points	Rank	Problem	City	Income Level
6			cont'd.		
	2	22	Servicing missing small items (have been told)	Vancouver	Upper
	30	4	Failure to complete entire job thus necessitating several return visits	Ottawa	Upper
	12	14	Technical problems due to humidity (required changing many parts/still doesn't work)	Quebec	Upper
7			DIFFICULT TO LOCATE COMPETENT MECHANICS OR REPUTABLE FIRMS		
	81	1	Difficult to judge the competence of repairmen	Quebec	Upper
	34	4	Difficulty judging standards for service necessary	Vancouver	Upper
	14	5	Lack of qualified mechanics, problem finding mechanic that is qualified on specific car, new cars more complex	Vancouver	Lower
	55	2	Inability to identify a competent mechanic (particularly when one moves frequently).	Ottawa	Upper
	39	2	Difficulty in finding out who a reputable dealer is when transferred to a new location.	Ottawa	Lower
	42	1	Difficult to find a honest competent repairman.	Ottawa	Lower
	40	2	Locating a competent mechanic and judging competent mechanic	Vancouver	Upper
	3	17	Hard to identify small garage when you move to a new area, therefore forced to use dealer who is far more expensive.	Halifax	Upper
	59	1	Difficult to find reputable firm	Regina	Upper
	55	1	Difficult to find good mechanic - someone who will find the problems and that you can trust.	Regina	Lower

Problem Number	Points	Rank	Problem	City	Income Level
8			TOO MANY SELF-SERVE STATIONS AND NOT ENOUGH GARAGES AND MECHANICS TO GO AROUND		
	30	5	Too many self-serve stations and not enough garages and mechanics to go around	Regina	Lower
	24	1	Self-serve places have eliminated places where you can get small repairs done.	Vancouver	Lower
	17	11	Self-serve forces business to dealers (high rent)	Vancouver	Upper
9.			POOR SERVICING UNDER WARRANTY		
	11	8	Sloppy repair when carried out under the warranty	Quebec	Lower
	17	5	Not honouring warranties (either implied or written) - they write the contracts.	Ottawa	Lower
	13	13	Can't find problem with car when it is under warranty but find problem after warranty	Regina	Upper
	11	14	Indifference on Warranty Claims	Ottawa	Upper
	16	11	Difficult to establish with garage what is under warranty	Regina	Upper
10			WARRANTY IS INADEQUATE/WARRANTY INFORMATION IS MISLEADING		
	41	1	Warranties are inadequate in relation to the size of investment involved (e.g., labour must be paid for) five years ago had five year warranty	Halifax	Upper
	6	21	Guarantee not long enough to cover 'reasonable' breakages	Vancouver	Upper
	6	12	Useless guarantees on parts which never break	Quebec	Lower

Problem Number	Points	Rank	Problem	City	Income Level
10			cont'd.		
	23	5	Misrepresentation of what is being purchased (e.g., rust proofing).	Ottawa	Upper
	2	15	Misleading advertising concerning guarantees or rustproofing	Halifax	Lower
11			EXTRA COSTS ARISING FROM WARRANTY WORK		
	14	5	Warranty servicing too expensive on brand new cars (dealer forces you to have service done) Also parts must be company parts or warranty is defunct.	Vancouver	Lower
	10	14	Difficulty in getting warranty work done and also finding that additional work is carried out which must be paid for.	Halifax	Upper
	13	70	50/50 warranties on used cars. Labour charges are easily manipulated so as to make owner pay full cost.	Halifax	Lower
	4	19	Lateral work arising out of warranty service.	Ottawa	Upper
	25	8	Labour not covered by guarantee for replacement of guarantee parts.	Vancouver	Upper
	24	3	Product warranties or similar built-in costs and inconveniences. Company makes it necessary for the consumer to use certain products and certain procedures to maintain warranty.	Halifax	Lower
12			ESTIMATES HARD TO OBTAIN OR GROSSLY INACCURATE		
	3	15	Problem in getting a reliable estimate - assigning servicing is like signing a blank check.	Vancouver	Lower
	6	17	Difficult to get written estimate	Regina	Upper
	13	7	Difficult to get a close estimate of 'costs of repairs (within $25)'	Halifax	Lower

blem ber	Points	Rank	Problem	City	Income Level
12			cont'd.		
	14	10	Unreliable estimates made by incompetent clerks instead of trained mechanics.	Ottawa	Lower
	33	5	Verbal quote upped when bill presented	Vancouver	Upper
	13	12	Estimates for repairs are grossly inaccurate (should give at least a range).	Halifax	Upper
	5	14	Charges for estimates when work is not carried out in the same garage.	Ottawa	Lower
13			PLANNED OBSOLESCENCE/RUST		
	39	2	Rust - premature degeneration of cars	Halifax	Upper
	33	5	Cars which are deliberately designed to wear out within a limited time. Planned obsolescence.	Halifax	Upper
14			DIFFICULT TO DO REPAIRS DUE TO METRIC /ELECTRONIC DESIGN/GOVERNMENT STANDARDS		
	6	9	Metric parts shows down repairs and makes it difficult	Regina	Lower
	24	8	Electronic design of cars makes it more difficult to get 'local' garage to fix car.	Regina	Lower
	12	11	Government standards (legislation which excludes owners small garages from carrying out repairs).	Ottawa	Lower
15			DIFFICULT TO ARRANGE APPOINTMENT/ SERVICING OF CAR		
	15	10	Need to make appointments far in advance - leads to much inconvenience.	Halifax	Upper
	8	10	Garage will not install customer's own parts for car.	Vancouver	Lower
	4	14	Small garages that won't do needed repairs - busy pumping gas	Vancouver	Lower

Problem Number	Points	Rank	Problem	City	Income Level
15			cont'd.		
	18	8	Lack of service abailable outside of normal business hours and on weekends.	Ottawa	Upper
	25	12	Difficult to get into a garage to have repairs done (availability)	Quebec	Upper
	11	14	Takes a long time to get car in to be serviced.	Regina	Upper
			Difficulty in getting appointments with competent repairman.	Ottawa	Lower
	12	12	Getting the repairs done the day desired.	Ottawa	Upper
	49	2	Difficult to get an appointment for servicing - and slow to finish	Regina	Lower
16			REPAIRS NOT DONE WHEN PROMISED		
	5	13	Car never ready when they say it will be - work not done when promised.	Vancouver	Lower
	5	16	Work which is not completed at the promised time - possibly due to over pricing.	Halifax	Upper
	2	19	Garage not ready for car at appointment.	Regina	Upper
	3	20	Poor judgment in scheduling (car not ready when owner arrives/often not even started).	Ottawa	Upper
	7	12	Failure to respect appointments made in advance and to do work on time.	Halifax	Lower
17			UNAVAILABILITY AND LONG DELIVERY TIME FOR PARTS		
	2	19	Delay in delivery of new cars	Quebec	Upper
	13	7	Difficult to obtain certain parts - long waits involved	Halifax	Lower

Problem Number	Points	Rank	Problem	City	Income Level
17			cont'd.		
	28	6	Difficult to get parts (expensive) particularly foreign	Regina	Lower
	14	6	Extreme lack of standardization of parts across different models of cars makes it difficult to obtain replacement parts.	Halifax	Lower
	9	15	Difficult to get shop manual that is comprehensive	Regina	Upper
	41	3	Lack of parts in stock (dealers and others)	Regina	Upper
18			HAVE TO PURCHASE A COMPLETE UNIT WHEN ALL YOU NEED IS A SMALL PART		
	21	9	Complete units (not pieces) are pushed.	Vancouver	Upper
	22	6	Sealed units - obliged to change large units due to failure of only a small part.	Ottawa	Upper
19			DIFFICULT TO JUDGE VALUE FOR MONEY WHEN BUYING PARTS.		
	16	5	Sales Personnel unable to provide information concerning the products they sell.	Halifax	Lower
	7	16	Incompetence on the sale of parts.	Quebec	Upper
20			UNBELIEVABLE INCOMPETENCE OF MECHANICS		
	14	13	Unbelievable incompetence in service stations	Quebec	Upper
	76	2	Difficult to find out what is really wrong with the car (diagnostic)(lack of competence)	Quebec	Upper
	23	2	Incompetence of mechanics	Quebec	Lower
	12	10	Too many unqualified mechanics - uncertified mechanics leads to poor workmanship	Halifax	Lower

Problem Number	Points	Rank	Problem	City	Income Level
20			cont'd.		
	23	2	False representation of mechanics ability	Quebec	Lower
	37	4	Lack of knowledge or ability of repairmen to identify and correct relatively minor problems	Halifax	Upper
	23	9	Tend to replace parts until car works; don't know what is really wrong	Halifax	Upper
	45	5	Mechanics thought incompetent, don't care	Regina	Upper
	63	1	Mechanics not capable/unnecessary repairs	Ottawa	Upper
21			WORK CARRIED OUT BY APPRENTICE BUT BILLED AT RATE OF SPECIALIST		
	20	4	Work carried out by apprentice but billed at rate of specialists	Quebec	Lower
	23	4	Inexperienced mechanics who take much too long because they are learning at owner's expense	Halifax	Lower
	46	4	Inexperienced mechanics at journeymen's rate	Regina	Upper
	17	5	Use of unskilled/unreliable apprentices and charging full mechanics rate.	Ottawa	Lower
22			WIDE VARIATION IN COSTS ACROSS GARAGES (EVEN OIL CHANGES)		
	9	15	Wide variation in costs across garages, even oil changes	Regina	Upper
	14	5	Lack of fixed price for towing, servicing weekends, late nights	Vancouver	Lower
	9	9	Wide variations in prices for same part in different stores	Quebec	Lower
	11	11	Wide variations in the price of same part from one garage to another	Halifax	Lower

oblem mber	Points	Rank	Problem	City	Income Level
22			cont'd.		
	24	8	Substantial price difference between east coast and Toronto ($500-$600)	Halifax	Upper
23			COST OF REPAIRS MUCH TOO HIGH		
	35	4	Cost of servicing too high	Regina	Lower
	17	5	Cost of repairs much too high	Ottawa	Lower
	20	10	Prices increasing - too many garages	Regina	Upper
	21	9	Excess profit motive dealers - little competition	Vancouver	Upper
	14	9	Over pricing of original name brand parts compared to other brands (e.g., Canadian Tire).	Ottawa	Upper
	3	15	Cost of sublet jobs (transmissions, windshields) equals garage cost plus 20%	Vancouver	Lower
	13	14	Market gouging-price differential at service depot	Vancouver	Upper
	12	12	"Gouging" prices on insurance paid repairs (compared to personally paid for repairs).	Ottawa	Upper
	7	12	Mark up on parts not deserved (garage mark-up not warranted)	Vancouver	Lower
	44	6	High cost of unqualified labour	Quebec	Upper
24			HIGH COST AND DIFFICULTY IN GETTING FOREIGN CARS SERVICED		
	13	14	Import duties should be lowered	Vancouver	Upper
	7	11	Very expensive imported parts	Quebec	Lower
	8	19	VW servicing - not enough dealerships	Vancouver	Upper
	13	12	Foreign car dealers do not have to be obliged to maintain same stock levels as American car dealers	Halifax	Upper
	15	10	Lack of certain parts for foreign cars and lack of enthusiasm to solve the problem	Halifax	Upper

oblem mber	Points	Rank	Problem	City	Income Level
24			cont'd.		
	4	13	High cost of labour for certain foreign cars	Halifax	Lower
	22	9	Difficult getting foreign car serviced	Regina	Upper

APPENDIX 6

PROBLEM STATEMENTS MENTIONED WITHIN NGT SESSIONS

HOME REPAIR SERVICES

CONSUMER SHOPPING STUDY

APPENDIX SIX

Home Repairs

Problem Number	Points	Rank	Problem	City	Income Level
1			CONTRACTORS LACK INTEGRITY AND DO NOT TAKE PRIDE IN THEIR WORK		
	25	6	Can you trust contractors' opinions? Integrity	Vancouver	Upper
	25	1	Need to constantly oversee repair work to ensure that it is properly done	Quebec	Lower
	40	3	Difficult to find contractor who has pride in his work	Regina	Lower
	33	3	Difficult to find competent contractor - shows an interest in his work	Regina	Upper
	24	12	Can't trust contractors - have to check on them continually	Quebec	Upper
	34	5	Unskilled tradesmen being passed off as skilled and paid skilled rates	Regina	Lower
	15	8	Contractors who use low paid apprentice labour and charge skilled labour rate	Halifax	Lower
	12	13	Installation of discontinued products	Vancouver	Upper
	7	10	Material waste if consumer is supplying material, contractors wasteful	Vancouver	Lower
	9	10	Unknowledgeable consumers can find low quality parts/materials substituted for high quality ones	Ottawa	Lower
	8	10	Not finishing up small details when the main job has been completed or paid for	Halifax	Lower
	16	11	Tend to skimp - filled letter but not spirit of contract	Vancouver	Upper
	11	8	Contractors who use inferior materials & fail to inform you - don't learn of fact until a problem arises	Ottawa	Lower

Problem Number	Points	Rank	Problem	City	Income Level
	16	6	Contractors who substitute low quality materials but charge same price	Halifax	Lower
	19	15	Use of low quality products which are subsequently billed at high prices	Quebec	Upper
2			INCOMPETENT CONTRACTORS RESULTING IN VERY POOR WORKMANSHIP		
	23	2	Poor workmanship, i.e., drain in floor is at highest point	Vancouver	Lower
	33	4	Tradesmen lack necessary skill	Vancouver	Upper
	13	13	Lack of knowledge as to proper construction techniques, e.g., cement repairing	Halifax	Upper
	20	8	Poor quality workmanship in carpentry, rug laying	Halifax	Upper
	24	1	Lack of competent & honest tradesmen.	Ottawa	Lower
	7	11	Unproven insulation jobs, done on a hit or miss basis	Halifax	Lower
	33	7	Incompetence and negligence on the part of materials salesmen	Quebec	Upper
	26	5	Lack of competence on the part of repairmen (plumbers) in diagnosing causes of problems	Halifax	Upper
	14	6	Incompetence of tradesmen	Quebec	Lower
	31	8	Lack of competent repairmen/workers (just not available)	Quebec	Upper
	62	2	Difficult to identify a competent contractor	Quebec	Upper
	15	12	Tradesmen not doing job as specified	Vancouver	Upper
3			DIFFICULT TO LOCATE A COMPETENT HONEST CONTRACTOR AND JUDGE QUALITY OF WORKMANSHIP		
	17	5	Difficulty in judging quality of workmanship - easy for contractor to take shortcuts when consumer has little knowledge	Halifax	Lower

Problem Number	Points	Rank	Problem	City	Income Level
	36	6	Lack of knowledge places consumers at the mercy of contractors	Quebec	Upper
	25	6	Difficult to judge value for money	Regina	Upper
	34	3	Difficulty deciding which contractor to choose	Vancouver	Upper
	76	1	Difficult to identify if tradesman is competent or not	Ottawa	Upper
4			CONTRACTORS TRY AND MAKE YOU DO MORE REPAIRS THAN ARE NECESSARY		
	6	15	Lack of desire to modify standard proceedings or methods (e.g., insulation).	Ottawa	Upper
	12	10	Tendency to find excessive fault with previous repairs installation - to consequently require extensive work.	Ottawa	Upper
	19	3	Contractors try and make you do more repairs than are necessary	Halifax	Lower
	1	17	Lateral work	Ottawa	Upper
5			WIDE DISCREPANCIES IN QUOTED PRICES FOR RENOVATIONS		
	32	1	Wide discrepancies in quoted prices for renovations	Halifax	Upper
	58	1	Unrealistic quotes - great range (e.g., house painting)	Vancouver	Upper
	20	2	Great variations in estimates - depending on how busy contractor is, "milking the job", tendency to make job fit time he has available	Halifax	Lower
	24	1	Variances in ranges of prices which are quoted without any obvious reason (difficult to choose as a result).	Ottawa	Lower
	38	4	Wide variation of prices among contractors - makes shopping around a problem	Regina	Lower
	3	13	Highly varying estimates for the same job (and difficulty in judging which is the fairest)	Quebec	Lower

Problem Number	Points	Rank	Problem	City	Income Level
	23	6	Estimates based on what they think the client will pay for repairs due to customers ignorance about the problem	Halifax	Upper
6			DIFFICULT TO GET AN ESTIMATE ON WORK REQUIRED		
	20	10	Bids are not itemized	Vancouver	Upper
	11	14	Difficult to get quote - getting them to quote	Vancouver	Upper
	29	1	Lack of interest on part of contractor in coming to give estimate	Vancouver	Lower
	31	8	High cost involved in getting an estimate of required work (diagnostic)	Quebec	Upper
7			DIFFICULTY IN JUDGING WHETHER ESTIMATE IS REASONABLE/FINAL BILL HIGHER THAN ESTIMATE		
	15	5	Final bill which is substantially higher than the estimate	Quebec	Lower
	52	3	Knowing whether an estimate given by a tradesman is reasonable or not.	Ottawa	Upper
	20	2	Very high estimates for repair costs	Quebec	Lower
8			FAILURE OF CONTRACTOR TO RESPECT STARTING AND COMPLETION DATES		
	41	4	Failure to come on day promised.	Ottawa	Upper
	11	11	Arranging for a mutually convenient date to carry out repairs.	Ottawa	Upper
	26	5	Get contractor to come when he says (reliability)	Vancouver	Upper
	30	3	Failure of contractors to respect the dates on which they promised to do the work.	Halifax	Upper
	17	4	Work not started or finished on promised date	Vancouver	Lower

Problem Number	Points	Rank	Problem	City	Income Level
	23	8	Job not completed in reasonable time	Vancouver	Upper
	22	7	Job takes longer than promised	Regina	Lower
	17	11	Takes too long to complete - not completed when promised	Regina	Upper
	23	13	Difficulty in getting contracts completed on time	Quebec	Upper
	12	9	Failure to respect promised dates of completion	Quebec	Lower
9			OVERSPECIALIZATION OF REPAIRMEN LEADS TO NEED FOR SEVERAL MEN TO RECTIFY A SIMPLE PROBLEM		
	10	11	Difficult to place responsibility for different faults in the work because of subcontracts	Quebec	Lower
	23	6	Overspecialization of repairmen leads to need for several men to rectify a simple problem	Halifax	Upper
	40	3	Too much specialization of labour	Regina	Upper
	9	16	Too much specialization of labour	Vancouver	Upper
	32	5	Division of responsibility among tradesmen - too narrow task definition leads to necessity for too many persons.	Ottawa	Upper
	8	12	Need to hire many men to do small jobs because of Union Rules which forbid use of "Handyman" - difficult to coordinate a full job because of this.	Ottawa	Lower
	44	4	Use of two persons (worker and apprentice) incurs unnecessary costs. Apprentices charged to client at skilled labour rate.	Quebec	Upper
10			BILLING FOR MORE HOURS THAN TIME WORKED		
	15	7	Traveling fee charged even when in your part of town	Vancouver	Lower

Problem Number	Points	Rank	Problem	City	Income Level
	18	16	Billing of traveling time from office	Quebec	Upper
	28	4	System for repairs set up to ensure consumer pays maximum amount (e.g., number of calls for simple repair) desire to maximize profits	Halifax	Upper
	20	7	Billing for more hours than time worked, e.g., plumber	Regina	Upper
	10	9	Charge flat fee even if job does not take that long	Regina	Lower
	8	12	Charges for transit time when not actually incurred	Ottawa	Upper
	22	4	High cost of repairs for quality (travel time etc.)	Ottawa	Lower
	18	16	Slowness of workers on an hourly rate	Quebec	Upper
11			HIGH COST OF REPAIRS		
	19	8	Not enough contractors - too much business (jobs) available to them	Regina	Lower
	29	4	Not enough tradesmen (too much demand - prices up)	Regina	Upper
	16	4	High prices of construction materials	Quebec	Lower
	9	9	Prices are too high for repairmen (hourly rate), electrician, plumber	Vancouver	Lower
	15	19	High price of wood (cartel controls the prices)	Quebec	Upper
	7	11	High cost of repairs, esp. labour	Halifax	Lower
	22	9	Book rate for standard repairs too high	Vancouver	Upper
	46	2	Cost of materials & labour is generally too high	Regina	Lower
	48	1	Contractor prices increasing greatly - labour rates rising	Regina	Upper

Problem Number	Points	Rank	Problem	City	Income Level
	24	7	Excess labour costs (excess profit) - large firm's mark-up	Vancouver	Upper
			WIDE VARIATION IN PRICE OF MATERIALS AND HOURLY RATES CHARGED BY REPAIRMEN		
	17	3	Wide difference in hourly rates charged by repairmen	Quebec	Lower
	18	16	Differences in price for similar products	Quebec	Upper
	8	14	Wide variation in price of home building materials	Halifax	Upper
13			INABILITY OF SMALL TRADESMEN TO ACCEPT CREDIT		
	18	9	Arranging to have cash available - inability of small tradesman to accept credit.	Ottawa	Upper
14			LACK OF GUARANTEES ON REPAIRS		
	17	4	After work completed can't get contractor to come back for problems	Vancouver	Lower
	43	5	Lack of guarantee or work and follow-up service	Quebec	Upper
	12	9	Lack of guarantee on repairs	Quebec	Lower
	21	8	Failure to service complaints (e.g., paving).	Ottawa	Upper
	54	2	No warranty protection for consumers - especially for small contracts with sub-contractors.	Ottawa	Upper
	18	4	Lack of guarantees on work	Halifax	Lower
15			USELESS GUARANTEES/NO AVENUE FOR CONSUMER REDRESS		
	10	8	Fly-by-night companies, file bankruptcy one day and starts business under new name - consumer left holding bag	Vancouver	Lower
	14	11	Insurance policies which do not cover actual cost of repairs (e.g., roof blowing off by wind)	Halifax	Upper
	4	13	Complicated contract only protects contractor - not consumer	Vancouver	Lower

Problem Number	Points	Rank	Problem	City	Income Level
	23	3	Difficulty in getting paving warranties honoured.	Ottawa	Lower
	41	2	No place to appeal to when work of low quality	Regina	Upper
	31	6	Don't stand behind their work - don't back up guarantee	Regina	Lower
	42	2	Guarantee not honoured by manufacturer (contractor out of business)	Vancouver	Upper
	16	6	Fly-by-night companies (particularly in insulation and home siding) guarantees are useless	Halifax	Lower
16			PROBLEMS WITH FURNACE SERVICING		
	16	10	Seemingly excessive need to replace furnace parts	Halifax	Upper
	4	15	Failure to carry out repairs, some of which are essential to safety (e.g., furnace)	Halifax	Upper
	1	13	Long delays in getting work done (particularly important for urgent items, e.g., furnaces)	Halifax	Lower
	16	5	Service contracts with fuel oil companies which limit the number of calls.	Ottawa	Lower
	31	2	Difficult to assess whether (furnace) repairs have been carried out properly	Halifax	Upper
	14	11	Delays in getting furnace repairs carried out	Halifax	Upper
	25	6	Standard service contracts - inability to assess the effectiveness or necessity of work done.	Ottawa	Upper
	8	7	Furnace contract service man not satisfactory	Vancouver	Upper
17			DIFFICULT TO GET SMALL REPAIRS OR EMERGENCY REPAIRS DONE		
	68	1	Difficulty in finding contractor who will undertake small jobs/contracts or work overtime	Quebec	Upper

Problem Number	Points	Rank	Problem	City	Income Level
	18	9	House calls not available or expensive	Regina	Upper
	16	5	Getting relatively urgent repairs carried out in a reasonable length of time (e.g., unsafe situations).	Ottawa	Lower
	20	3	Difficult to get work done on emergency basis	Vancouver	Lower
18			USE OF POOR QUALITY MATERIALS (ESPECIALLY WOOD)		
	48	1	Difficult to find good quality materials - particularly lumber-paint	Regina	Upper
	14	6	Poor quality of construction materials used	Quebec	Lower
	28	10	Difficulty to find good materials	Quebec	Upper
	46	3	Poor quality materials used (green wood)	Quebec	Upper
	7	10	Use of poor quality materials (especially wood)	Vancouver	Lower
	22	14	Poor quality tools	Quebec	Upper
	14	9	Building materials on market which have not been properly tested	Halifax	Lower
	27	5	Difficult to get good quality lumber - and is very expensive	Regina	Upper
	5	12	Difficulty in choosing the necessary materials	Quebec	Lower
19			PROBLEMS GETTING PARTS AND MATERIALS		
	21	1	Inability to match building materials (shingles, floor tiles) five years later due to discontinuation	Halifax	Lower
	9	13	No standardization of parts	Regina	Upper
	10	15	Can't buy pieces - have to buy whole units	Vancouver	Upper

Problem Number	Points	Rank	Problem	City	Income Level
20			INSPECTORS THAT DON'T INSPECT		
	16	6	Inspectors that don't inspect	Vancouver	Lower
	7	14	Poor quality of inspection on building permits (really inspecting assessment).	Ottawa	Upper
	14	12	Inspector o.k.'s faulty work	Regina	Upper
21			GOVERNMENT REGULATIONS WHICH MAKE IT DIFFICULT TO CARRY OUT OWN REPAIRS		
	16	5	Rules/regulations which make it difficult to carry out own repairs (+ difficulty in finding out these regulations).	Ottawa	Lower
	4	16	Licensing requirements for tradesman (in Quebec) and unnecessarily to costs.	Ottawa	Upper
	18	9	Provincial regulation forbids owner working on sewer	Regina	Upper
	22	7	Power of unions/tradesmen over public.	Ottawa	Upper
	19	9	STANDARDS FOR BUILDING MATERIALS HAVE NOT BEEN MAINTAINED CONSTANT LEADS TO DIFFICULTY IN REPLACEMENTS (WILL BE MORE DIFFICULT WITH METRICATION)	Halifax	Upper
	2	14	Building standards which are too strict for homes which currently exist	Quebec	Lower
22			HIGH TAX ON REPAIRS		
	2	14	Tax evaluation which is charged before the repairs/renovations are finished	Quebec	Lower
	28	10	Tax on construction materials	Quebec	Upper
	13	8	Charging of sales tax on labour as well as building materials (contractor pockets part on labour)	Quebec	Lower

ANNEX A

STRUCTURED QUESTIONNAIRE EMPLOYED IN PHASE I OF THE STUDY FOLLOWING NGT SESSIONS

CONSUMER SHOPPING STUDY

UBC - LAVAL - 1977

NUMBER : ....

PROBLEMS SHOPPING FOR GROCERIES

Below is a list of things which may or may not be of concern to you when you are shopping for your groceries (food, soaps, tissues, etc.) We want you to think about your own experiences shopping for groceries.

[illegible]w much is each a problem for you? (check one box for each statement)

	A minor problem for you					A major problem for you
. Choosing between so many brands	☐	☐	☐	☐	☐	☐
. Finding information about different grocery products	☐	☐	☐	☐	☐	☐
. Confusing or misleading advertisements by companies that make grocery products	☐	☐	☐	☐	☐	☐
. Confusing or misleading advertisements by stores that sell grocery products	☐	☐	☐	☐	☐	☐
. Confusing or misleading information on grocery packages and labels	☐	☐	☐	☐	☐	☐
. Knowing which stores to shop at	☐	☐	☐	☐	☐	☐
. Comparing quality of grocery products	☐	☐	☐	☐	☐	☐
. Judging health hazards of grocery products	☐	☐	☐	☐	☐	☐
. Judging the nutritional value of grocery products	☐	☐	☐	☐	☐	☐
. Understanding product grades and seals of approval	☐	☐	☐	☐	☐	☐
. Knowing when a item is good value for the money	☐	☐	☐	☐	☐	☐
. After a purchase, getting satisfactory attention to complaints	☐	☐	☐	☐	☐	☐

PROBLEMS SHOPPING FOR CLOTHING

Below is a list of things which may or may not be of concern to you when you are shopping for clothing. We want you to think about your own experiences shopping for clothing.

How much is each a problem for you? (check one box for each statement)

	A minor problem for you					A major problem for you
Knowing which product features (or characteristics) to look for	☐	☐	☐	☐	☐	☐
Choosing between so many brands	☐	☐	☐	☐	☐	☐
Finding information about different clothing products	☐	☐	☐	☐	☐	☐
Confusing or misleading advertisements by companies that make clothing products	☐	☐	☐	☐	☐	☐
Confusing or misleading advertisements by stores that sell clothing products	☐	☐	☐	☐	☐	☐
Confusing or misleading claims by store sales staff	☐	☐	☐	☐	☐	☐
Confusing or misleading information on clothing labels and tags	☐	☐	☐	☐	☐	☐
Knowing which stores to shop at	☐	☐	☐	☐	☐	☐
Comparing quality of clothing products	☐	☐	☐	☐	☐	☐
Judging safety of clothing products	☐	☐	☐	☐	☐	☐
Knowing when an item is good value for the money	☐	☐	☐	☐	☐	☐
After purchase, getting satisfactory attention to complaints	☐	☐	☐	☐	☐	☐
Understanding guarantees or warranties	☐	☐	☐	☐	☐	☐
Obtaining credit for the purchase	☐	☐	☐	☐	☐	☐

PROBLEMS SHOPPING FOR FURNITURE AND APPLIANCES

Below is a list of things which may or may not be of concern to you when you are shopping for major items for your home (such as a stove, chesterfield, T.V., etc.) We want you to think about your own experiences shopping for major items.

[illegible]w much is each a problem for you? (check one box for each statement)

	A minor problem for you					A major problem for you
. Knowing which product features (or characteristics) to look for	☐	☐	☐	☐	☐	☐
. Choosing between so many brands	☐	☐	☐	☐	☐	☐
. Finding information about different products	☐	☐	☐	☐	☐	☐
. Confusing or misleading advertisements by companies that make the products	☐	☐	☐	☐	☐	☐
. Confusing or misleading advertisements by stores that sell the products	☐	☐	☐	☐	☐	☐
. Confusing or misleading claims by store sales staff	☐	☐	☐	☐	☐	☐
. Confusing or misleading information on product labels and tags	☐	☐	☐	☐	☐	☐
. Knowing which stores to shop at	☐	☐	☐	☐	☐	☐
. Comparing quality of appliance and furniture products	☐	☐	☐	☐	☐	☐
. Judging safety of appliance and furniture products	☐	☐	☐	☐	☐	☐
. Understanding guarantees or warranties	☐	☐	☐	☐	☐	☐
. Knowing when an item is good value for the money	☐	☐	☐	☐	☐	☐
. Obtaining credit for the purchase of furniture and appliances	☐	☐	☐	☐	☐	☐
. After purchase, getting satisfactory	☐	☐	☐	☐	☐	☐

Below are a list of products and services which may or may not cause you certain difficulties when you are shopping for them. We want you to think about your own shopping experiences.

We would like your opinion as to the degree of difficulty which is involved in shopping for each of the products or services listed.

T OR SERVICE	DEGREE OF DIFFICULTY INVOLVED IN SHOPPING						
	No difficulty at all					A great deal of difficulty	No experience
Automobiles (new or used)	☐	☐	☐	☐	☐	☐	☐
Automobile Repair & Maintenance Services	☐	☐	☐	☐	☐	☐	☐
Groceries (food, soaps, tissues etc.)	☐	☐	☐	☐	☐	☐	☐
Clothing and Footwear	☐	☐	☐	☐	☐	☐	☐
Dry Cleaning & Laundering Services	☐	☐	☐	☐	☐	☐	☐
Household Moving & Storage Services	☐	☐	☐	☐	☐	☐	☐
Housing and Real Estate	☐	☐	☐	☐	☐	☐	☐
Home Entertainment Equipment (TV, stereo)	☐	☐	☐	☐	☐	☐	☐
Household Appliances (refrigerator, stove)	☐	☐	☐	☐	☐	☐	☐
usehold Furnishings (furniture, rugs)	☐	☐	☐	☐	☐	☐	☐
Home Improvement & Repair Services (plumbing, painting etc.)	☐	☐	☐	☐	☐	☐	☐
Drugs & Parmaceuticals (prescription & non-prescription)	☐	☐	☐	☐	☐	☐	☐
Personal Care & Beauty Products (shampoo, toiletries etc.)	☐	☐	☐	☐	☐	☐	☐
Life Insurance	☐	☐	☐	☐	☐	☐	☐
Automobile & Home Insurance	☐	☐	☐	☐	☐	☐	☐
Children's Toys	☐	☐	☐	☐	☐	☐	☐
Photographic Equipment & Supplies	☐	☐	☐	☐	☐	☐	☐
Sporting Goods	☐	☐	☐	☐	☐	☐	☐
Financial & Loan Services	☐	☐	☐	☐	☐	☐	☐
el Agency Services	☐	☐	☐	☐	☐	☐	☐
Jewellery	☐	☐	☐	☐	☐	☐	☐
Stationary & Office Supplies (calculators etc)	☐	☐	☐	☐	☐	☐	☐
Legal Services	☐	☐	☐	☐	☐	☐	☐

THINGS THAT MAKE SHOPPING EASIER

Can you identify some of the things in the market place that make your shopping easier? These could be things that have been done by governments, or things done by manufacturers, or things done by retailers, or things done by consumer groups.

POSSIBLE SOLUTIONS FOR CONSUMER SHOPPING PROBLEMS

We have considered a number of problems that face consumers when they are shopping. We have also discussed some of the things that make shopping easier.

Do you have any ideas as to additional action that could be taken (either by governments or consumer groups) to solve or reduce consumer shopping problems.

OPINIONS ABOUT GOVERNMENT PROGRAMS

Some people are in favour of increased government activity to aid consumers, some people are against it. We would like to know how you feel about increased government involvment.

Please indicate your reaction to the following statements by checking one box for each.

	Strongly Disagree	Disagree	Agree	Strongly Agree
• Government programs and regulations are usually inefficient and taxes are wasted.	☐	☐	☐	☐
• Governments are getting involved in too many areas. Governments should cut back on their activities - including in the area of consumer affairs.	☐	☐	☐	☐
• Consumers don't need any more help. Consumers can do a satisfactory job of looking after themselves.	☐	☐	☐	☐
• There should be increased government budgets for developing and enforcing consumer protection laws.	☐	☐	☐	☐
• The government should sponsor a major convention every four or five years at which government, business and consumers would be represented. The purpose would be to discuss long-term consumer policies.	☐	☐	☐	☐
• There should be a government funded complaint bureau in every city. The purpose would be to deal with all claims against manufacturers, dealers and salesmen.	☐	☐	☐	☐
• The government should sponsor an independent national testing centre for evaluation products. The purpose would be to provide information that would help consumers compare brands.	☐	☐	☐	☐
• There should be a government sponsored education program by which all high school students would be required to study consumer affairs in order to make them well prepared consumers.	☐	☐	☐	☐
• There should be increased government budgets for regulating advertising.	☐	☐	☐	☐
• All large companies should be required by law to employ one senior manager whose job would be to deal with consumers' problems and complaints.	☐	☐	☐	☐
• The government should sponsor the regular publication in local newspapers of test reports that compare various brands of consumer products.	☐	☐	☐	☐

SOME INFORMATION FOR STATISTICAL USE

. What is your occupation, that is, what kind of work do you do?

....

. How many paid hours per week do you work outside the home?

....

. What is your spouse's occupation?

....

. How many paid hours per week does he/she work outside the home?

....

. How many children live at home with you? ....

. What age group are you in?

20 - 29 years ☐
30 - 39 years ☐
40 - 49 years ☐
50 - 59 years ☐
60 and over ☐

. In what group is your annual family income before taxes?

No income ☐
Under $10,000 ☐
$10,000 - $14,999 ☐
$15,000 - $19,999 ☐
$20,000 - $29,999 ☐
$30,000 and over ☐

. What level of education have you completed?

8th grade or less ☐
Some or completed high school ☐
Some university or college diploma ☐
University degree ☐
Post graduate work ☐

. Are you

Married ☐
Single ☐
Divorced/separated ☐
Widow/widower ☐

. Are you

Female ☐
Male ☐

ANNEX B

RETAIL OUTLET CHARACTERISTICS AND RELATED PROBLEMS EVALUATED VIA CONJOINT MEASUREMENT - ACTUAL PROFILES JUDGED BY PARTICIPANTS FOR

- Clothing/Footwear
- Furniture/Appliances
- Automobile Repair Services

CLOTHING / FOOTWEAR

CLOTHING STORES

SALES STAFF readily available and well informed	~~**SALES STAFF** not readily available and not well informed~~
MERCHANDISE good quality and good workmanship	~~**MERCHANDISE** low quality and poor workmanship~~
IN-STORE CONVENIENCES provided to make shopping easier — convenient layout, alterations provided, refunds easy.	~~**IN-STORE CONVENIENCES** not provided to make shopping easier -- inconvenient layout, no alterations provided, refunds difficult.~~
~~**FAIR DEALINGS** fair dealings emphasized -- truthfull advertising of products and prices, sales staff concerned about the customer.~~	**FAIR DEALINGS** fair dealings not emphasized -- misleading advertising of products and prices, pushy sales staff.

CLOTHING STORES

~~**SALES STAFF** readily available and well informed~~	**SALES STAFF** not readily available and not well informed
MERCHANDISE good quality and good workmanship	~~**MERCHANDISE** low quality and poor workmanship~~
~~**IN-STORE CONVENIENCES** provided to make shopping easier — convenient layout, alterations provided, refunds easy.~~	**IN-STORE CONVENIENCES** not provided to make shopping easier -- inconvenient layout, no alterations provided, refunds difficult.
~~**FAIR DEALINGS** fair dealings emphasized -- truthfull advertising of products and prices, sales staff concerned about the customer.~~	**FAIR DEALINGS** fair dealings not emphasized -- misleading advertising of products and prices, pushy sales staff.

CLOTHING STORES

~~**SALES STAFF**~~ ~~readily available and well informed~~	**SALES STAFF** not readily available and not well informed
MERCHANDISE good quality and good workmanship	~~**MERCHANDISE**~~ ~~low quality and poor workmanship~~
IN-STORE CONVENIENCES provided to make shopping easier -- convenient layout, alterations provided, refunds easy.	~~**IN-STORE CONVENIENCES**~~ ~~not provided to make shopping easier -- inconvenient layout, no alterations provided, refunds difficult.~~
~~**FAIR DEALINGS**~~ ~~fair dealings emphasized -- truthfull advertising of products and prices, sales staff concerned about the customer.~~	**FAIR DEALINGS** fair dealings not emphasized -- misleading advertising of products and prices, pushy sales staff.

CLOTHING STORES

SALES STAFF readily available and well informed	~~**SALES STAFF**~~ ~~not readily available and not well informed~~
MERCHANDISE good quality and good workmanship	~~**MERCHANDISE**~~ ~~low quality and poor workmanship~~
~~**IN-STORE CONVENIENCES**~~ ~~provided to make shopping easier -- convenient layout, alterations provided, refunds easy.~~	**IN-STORE CONVENIENCES** not provided to make shopping easier -- inconvenient layout, no alterations provided, refunds difficult.
FAIR DEALINGS fair dealings emphasized -- truthfull advertising of products and prices, sales staff concerned about the customer.	~~**FAIR DEALINGS**~~ ~~fair dealings not emphasized -- misleading advertising of products and prices, pushy sales staff.~~

CLOTHING STORES

~~**SALES STAFF** readily available and well informed~~	**SALES STAFF** not readily available and not well informed
~~**MERCHANDISE** good quality and good workmanship~~	**MERCHANDISE** low quality and poor workmanship
IN-STORE CONVENIENCES provided to make shopping easier -- convenient layout, alterations provided, refunds easy.	~~**IN-STORE CONVENIENCES** not provided to make shopping easier -- inconvenient layout, no alterations provided, refunds difficult.~~
~~**FAIR DEALINGS** fair dealings emphasized -- truthfull advertising of products and prices, sales staff concerned about the customer.~~	**FAIR DEALINGS** fair dealings not emphasized -- misleading advertising of products and prices, pushy sales staff.

CLOTHING STORES

~~**SALES STAFF** readily available and well informed~~	**SALES STAFF** not readily available and not well informed
~~**MERCHANDISE** good quality and good workmanship~~	**MERCHANDISE** low quality and poor workmanship
IN-STORE CONVENIENCES provided to make shopping easier — convenient layout, alterations provided, refunds easy.	~~**IN-STORE CONVENIENCES** not provided to make shopping easier -- inconvenient layout, no alterations provided, refunds difficult.~~
FAIR DEALINGS fair dealings emphasized -- truthfull advertising of products and prices, sales staff concerned about the customer.	~~**FAIR DEALINGS** fair dealings not emphasized -- misleading advertising of products and prices, pushy sales staff.~~

CLOTHING STORES

SALES STAFF readily available and well informed	~~**SALES STAFF** not readily available and not well informed~~
~~**MERCHANDISE** good quality and good workmanship~~	**MERCHANDISE** low quality and poor workmanship
IN-STORE CONVENIENCES provided to make shopping easier — convenient layout, alterations provided, refunds easy.	~~**IN-STORE CONVENIENCES** not provided to make shopping easier -- inconvenient layout, no alterations provided, refunds difficult.~~
FAIR DEALINGS fair dealings emphasized -- truthfull advertising of products and prices, sales staff concerned about the customer.	~~**FAIR DEALINGS** fair dealings not emphasized -- misleading advertising of products and prices, pushy sales staff.~~

CLOTHING STORES

~~**SALES STAFF** readily available and well informed~~	**SALES STAFF** not readily available and not well informed
~~**MERCHANDISE** good quality and good workmanship~~	**MERCHANDISE** low quality and poor workmanship
~~**IN-STORE CONVENIENCES** provided to make shopping easier -- convenient layout, alterations provided, refunds easy.~~	**IN-STORE CONVENIENCES** not provided to make shopping easier -- inconvenient layout, no alterations provided, refunds difficult.
FAIR DEALINGS fair dealings emphasized -- truthfull advertising of products and prices, sales staff concerned about the customer.	~~**FAIR DEALINGS** fair dealings not emphasized -- misleading advertising of products and prices, pushy sales staff.~~

CLOTHING STORES

SALES STAFF readily available and well informed	**SALES STAFF** not readily available and not well informed
MERCHANDISE good quality and good workmanship	**MERCHANDISE** low quality and poor workmanship
IN-STORE CONVENIENCES provided to make shopping easier — convenient layout, alterations provided, refunds easy.	**IN-STORE CONVENIENCES** not provided to make shopping easier -- inconvenient layout, no alterations provided, refunds difficult.
FAIR DEALINGS fair dealings emphasized -- truthfull advertising of products and prices, sales staff concerned about the customer.	**FAIR DEALINGS** fair dealings not emphasized -- misleading advertising of products and prices, pushy sales staff.

CLOTHING STORES

SALES STAFF readily available and well informed	**SALES STAFF** not readily available and not well informed
MERCHANDISE good quality and good workmanship	**MERCHANDISE** low quality and poor workmanship
IN-STORE CONVENIENCES provided to make shopping easier — convenient layout, alterations provided, refunds easy.	**IN-STORE CONVENIENCES** not provided to make shopping easier -- inconvenient layout, no alterations provided, refunds difficult.
FAIR DEALINGS fair dealings emphasized -- truthfull advertising of products and prices, sales staff concerned about the customer.	**FAIR DEALINGS** fair dealings not emphasized -- misleading advertising of products and prices, pushy sales staff.

CLOTHING STORES

SALES STAFF readily available and well informed	~~**SALES STAFF** not readily available and not well informed~~
~~**MERCHANDISE** good quality and good workmanship~~	**MERCHANDISE** low quality and poor workmanship
IN-STORE CONVENIENCES provided to make shopping easier — convenient layout, alterations provided, refunds easy.	~~**IN-STORE CONVENIENCES** not provided to make shopping easier -- inconvenient layout, no alterations provided, refunds difficult.~~
~~**FAIR DEALINGS** fair dealings emphasized -- truthfull advertising of products and prices, sales staff concerned about the customer.~~	**FAIR DEALINGS** fair dealings not emphasized — misleading advertising of products and prices, pushy sales staff.

CLOTHING STORES

~~**SALES STAFF** readily available and well informed~~	**SALES STAFF** not readily available and not well informed
MERCHANDISE good quality and good workmanship	~~**MERCHANDISE** low quality and poor workmanship~~
~~**IN-STORE CONVENIENCES** provided to make shopping easier — convenient layout, alterations provided, refunds easy.~~	**IN-STORE CONVENIENCES** not provided to make shopping easier -- inconvenient layout, no alterations provided, refunds difficult.
FAIR DEALINGS fair dealings emphasized -- truthfull advertising of products and prices, sales staff concerned about the customer.	~~**FAIR DEALINGS** fair dealings not emphasized -- misleading advertising of products and prices, pushy sales staff.~~

FURNITURE / APPLIANCES

FURNITURE & APPLIANCE STORES

SALES STAFF

readily available and
well informed

s and

CE

ervice

AFTER-SALES SERVICE

services neglected --
slow delivery,
undependable warranty service

N

bout
s and

PRINTED INFORMATION

information not provided about
product characteristics and
performance

sed —
of
sales staff
ustomer

FAIR DEALINGS

fair dealings not emphasized —
misleading advertising of
products and prices,
pushy sales staff.

FURNITURE & APPLIANCE STORES

SALES STAFF

readily available and
well informed

e and

AFTER-SALES SERVICE

services provided —
prompt delivery,
dependable warranty service

CE

-

, service

ON

about
cs and

PRINTED INFORMATION

information not provided about
product characteristics and
performance

sed —
of
sales staff
customer

FAIR DEALINGS

fair dealings not emphasized —
misleading advertising of
products and prices,
pushy sales staff.

FURNITURE & APPLIANCE STORES

SALES STAFF

readily available and
well informed

and

AFTER-SALES SERVICE

services provided --
prompt delivery,
dependable warranty service

CE

-

y service

PRINTED INFORMATION

information provided about
product characteristics and
performance

ON

ided about
ics and

zed --
of
sales staff
ustomer

FAIR DEALINGS

fair dealings not emphasized —
misleading advertising of
products and prices,
pushy sales staff.

FURNITURE & APPLIANCE STORES

SALES STAFF

not readily available and
not well informed

AFTER-SALES SERVICE

services provided —
prompt delivery,
dependable warranty service

CE

.

service

ON

about
cs and

PRINTED INFORMATION

information not provided about
product characteristics and
performance

zed --
of
sales staff
ustomer

FAIR DEALINGS

fair dealings not emphasized —
misleading advertising of
products and prices,
pushy sales staff.

FURNITURE & APPLIANCE STORES

SALES STAFF

not readily available and
not well informed

AFTER-SALES SERVICE

services provided --
prompt delivery,
dependable warranty service

E

service

PRINTED INFORMATION

information provided about
product characteristics and
performance

N

ded about
ce and

---

sed --
: of
sales staff
ustomer

FAIR DEALINGS

fair dealings not emphasized --
misleading advertising of
products and prices,
pushy sales staff.

FURNITURE & APPLIANCE STORES

SALES STAFF

readily available and
well informed

and

AFTER-SALES SERVICE

services provided --
prompt delivery,
dependable warranty service

A

service

N

bout
s and

PRINTED INFORMATION

information not provided about
product characteristics and
performance

FAIR DEALINGS

fair dealings emphasized --
truthfull advertising of
products and prices, sales staff
concerned about the customer

FA

fa
mi
pr
pu

ized --
of

FURNITURE & APPLIANCE STORES

d	**SALES STAFF** not readily available and not well informed
CE ervice	**AFTER-SALES SERVICE** services neglected -- slow delivery, undependable warranty service
PRINTED INFORMATION information provided about product characteristics and performance	N ded about cs and
ied -- of sales staff ustomer	**FAIR DEALINGS** fair dealings not emphasized — misleading advertising of products and prices, pushy sales staff.

FURNITURE & APPLIANCE STORES

i	**SALES STAFF** not readily available and not well informed
CE ervice	**AFTER-SALES SERVICE** services neglected -- slow delivery, undependable warranty service
PRINTED INFORMATION information provided about product characteristics and performance	N ded about cs and
FAIR DEALINGS fair dealings emphasized -- truthfull advertising of products and prices, sales staff concerned about the customer	hasized — g of

FURNITURE & APPLIANCE STORES

SALES STAFF

readily available and
well informed

and

E

rvice

AFTER-SALES SERVICE

services neglected --
slow delivery,
undependable warranty service

PRINTED INFORMATION

information provided about
product characteristics and
performance

N

ied about
:s and

FAIR DEALINGS

fair dealings emphasized --
truthfull advertising of
produc.s and prices, sales staff
concerned about the customer

asized —
; of

FURNITURE & APPLIANCE STORES

SALES STAFF

not readily available and
not well informed

:E

rvice

AFTER-SALES SERVICE

services neglected --
slow delivery,
undependable warranty service

N

bout
s and

PRINTED INFORMATION

information not provided about
product characteristics and
performance

FAIR DEALINGS

fair dealings emphasized --
truthfull advertising of
products and prices, sales staff
concerned about the customer

hasized —
g of

FURNITURE & APPLIANCE STORES

SALES STAFF

readily available and
well informed

and

E

rvice

AFTER-SALES SERVICE

services neglected --
slow delivery,
undependable warranty service

IN

bout
s and

PRINTED INFORMATION

information not provided about
product characteristics and
performance

FAIR DEALINGS

fair dealings emphasized --
truthfull advertising of
products and prices, sales staff
concerned about the customer

hasized —
g of

FURNITURE & APPLIANCE STORES

SALES STAFF

not readily available and
not well informed

AFTER-SALES SERVICE

services provided --
prompt delivery,
dependable warranty service

CE

service

PRINTED INFORMATION

information provided about
product characteristics and
performance

N

ded about
cs and

FAIR DEALINGS

fair dealings emphasized --
truthfull advertising of
products and prices, sales staff
concerned about the customer

hasized —
g of

FURNITURE & APPLIANCE STORES

ALES STAFF

adily available and
11 informed

and

CE

rvice

AFTER-SALES SERVICE

services neglected --
slow delivery,
undependable warranty service

INTED INFORMATION

formation provided about
duct characteristics and
formance

N

ded about
cs and

zed --
of
sales staff
ustomer

FAIR DEALINGS

fair dealings not emphasized —
misleading advertising of
products and prices,
pushy sales staff.

FURNITURE & APPLIANCE STORES

SALES STAFF

not readily available and
not well informed

AFTER-SALES SERVICE

services provided —
prompt delivery,
dependable warranty service

E

service

ON

about
cs and

PRINTED INFORMATION

information not provided about
product characteristics and
performance

FAIR DEALINGS

fair dealings emphasized --
truthfull advertising of
products and prices, sales staff
concerned about the customer

hasized —
g of

AUTOMOBILE REPAIR SERVICES

ANNEX C

FORMATS USED TO OBTAIN PAIRWISE PREFERENCES OF PARTICIPANTS CONCERNING ALTERNATIVE RETAIL OUTLET CHARACTERISTICS AND RELATED SHOPPING PROBLEMS

- Clothing/Footwear
- Furniture/Appliances
- Automobile Repair Services

CLOTHING STORE

PAIRED CHOICES

Sales staff readily available and well informed Merchandise of low quality and poor workmanship	or	Sales staff are not readily available and not well informed Merchandise of good quality and good workmanship
☐		☐
Sales staff readily available and well informed In-store conveniences not provided: inconvenient layout, alterations not provided, refunds difficult	or	Sales staff are not readily available and not well informed In-store conveniences provided: convenient layout, alterations provided, refunds easy
☐		☐
Sales staff readily available and well informed Fair dealings not emphasized: misleading advertising of products and prices, pushy sales people	or	Sales staff are not readily available and not well informed Fair dealings emphasized: truthful advertising of products and prices, sales people concerned about the customer
☐		☐

CLOTHING STORE

(continued)

Merchandise of good quality and good workmanship In-store conveniences not provided: inconvenient layout, alterations not provided, refunds difficult	or	Merchandise of low quality and poor workmanship In-store conveniences provided: convenient layout, alterations provided, refunds easy
☐		☐
Merchandise of good quality and good workmanship Fair dealings not emphasized: misleading advertising of products and prices, pushy sales people	or	Merchandise of low quality and poor workmanship Fair dealings emphasized: truthful advertising of products and prices, sales people concerned about the customer
☐		☐
In-store conveniences provided: convenient layout, alterations provided, refunds easy Fair dealings not emphasized: misleading advertising of products and prices, pushy sales people	or	In-store conveniences not provided: inconvenient layout, alterations not provided, refunds difficult Fair dealings emphasized: truthful advertising of products and prices, sales people concerned about the customer
☐		☐

FURNITURE & APPLIANCE STORES

PAIRED CHOICE

Sales staff readily available and well informed After-sale service neglected: slow delivery, undependable warranty service ☐	or	Sales staff not readily available and not well informed After-sale service provided: prompt delivery, dependable warranty service ☐
Sales staff readily available and well informed Printed information not provided about product characteristics and performance ☐	or	Sales staff not readily available and not well informed Printed information provided about product characteristics and performance ☐
Sales staff readily available and well informed Fair dealings not emphasized: misleading advertising of products and prices, pushy sales people ☐	or	Sales staff not readily available and not well informed Fair dealings emphasized: truthful advertising of products and prices, sales people concerned about the customer ☐

FURNITURE & APPLIANCE STORES

(continued)

After-sale service provided:
prompt delivery,
dependable warranty service

Printed information not provided
about product characteristics
and performance

☐

or

After-sale service neglected:
slow delivery
undependable warranty service

Printed information provided
about product characteristics
and performance

☐

After-sale service provided:
prompt delivery,
dependable warranty service

Fair dealings not emphasized:
misleading advertising of
products and prices,
pushy sales people

☐

or

After-sale service neglected:
slow delivery,
undependable warranty service

Fair dealings emphasized:
truthful advertising of products
and prices,
sales people concerned about
the customer

☐

Printed information provided
about product characteristics
and performance

Fair dealings not emphasized:
misleading advertising of
products and prices,
pushy sales people

☐

or

Printed information not provided
about product characteristics
and performance

Fair dealings emphasized:
truthful advertising of products
and prices,
sales people concerned about
the customer

☐

AUTO REPAIR GARAGES

PAIRED CHOICE

Appointments and cost estimates are honoured, car completed when promised Mechanics unqualifed or incompetent	or	Appointments and cost estimates are not honoured, car not complete when promised Mechanics qualified and competent
☐		☐
Appointments and cost estimates are honoured, car completed when promised Garage is impersonal and lacks concern for customer's needs	or	Appointments and cost estimates are not honoured, car not complete when promised Garage shows a personal interest in customer's needs
☐		☐
Appointment and cost estimates are honoured, car completed when promised Garage does not practice a policy of satisfaction guaranteed	or	Appointment times and cost estimates are not honoured, car not complete when promised Garage practices a policy of satisfaction guaranteed
☐		☐

AUTO REPAIR GARAGES

(continued)

Appointments and cost estimates
are honoured,
car completed when promised

Unfair billing practices:
charging for more time than used,
parts replaced unnecessarily

☐

or

Appointments and cost estimates
are not honoured,
car not complete when promised

Work done is really needed:
no over charging,
no unnecessary parts

☐

Mechanics qualified and competent

Garage is impersonal and lacks
concern for customer's needs

☐

or

Mechanics unqualified or incompetent

Garage shows a personal interest in
customer's needs

☐

Mechanics qualified and competent

Garage does not practice a policy
of satisfaction guaranteed

☐

or

Mechanics unqualified or incompetent

Garage practices a policy of
satisfaction guaranteed

☐

AUTO REPAIR GARAGES
(continued)

Mechanics qualified and competent

Unfair billing practices:
charging for more time than used,
parts replaced unnecessarily

☐

or

Mechanics unqualified or incompetent

Work done is really needed:
no over charging,
no unnecessary parts

☐

Garage shows a personal interest
in customer's needs

Garage does not practice a policy
of satisfaction guaranteed

☐

or

Garage is impersonal and lacks
concern for customer's needs

Garage practices a policy of
satisfaction guaranteed

☐

Garage shows a personal interest
in customer's needs

Unfair billing practices:
charging for more time than used
parts replaced unnecessarily

☐

or

Garage is impersonal and lacks
concern for customer's needs

Work done is really needed:
no over charging,
no unnecessary parts

☐

AUTO REPAIR GARAGES

(continued)

Garage practices a policy of satisfaction guaranteed Unfair billing practices: charging for more time than used parts replaced unnecessarily	or	Garage does not practice a policy of satisfaction guaranteed Work done is really needed: no over charging, no unnecessary parts
☐		☐

AUTO REPAIR GARAGES

APPOINTMENTS AND ESTIMATES STIMATES

appointments and cost estimates
are honoured, car completed
when promissed

estimates
completed

MECHANICS

qualified and competent

petent

CONCERN FOR CUSTOMER MER

garage shows a personal interest
in customer's needs

and
stomer's

GUARANTEE

garage practices policy of
satisfaction guaranteed

tices policy
anteed

---

eeded —

FAIR DEALINGS

unfair billing practices —
charging for more time than used,
parts replaced unnecessarily

AUTO REPAIR GARAGES

APPOINTMENTS AND ESTIMATES STIMATES

appointments and cost est ites
are honoured, car complet
when promissed

estimates
completed

MECHANICS

qualified and competent

itent

CONCERN FOR CUSTOMER C :R

garage shows a personal interest
in customer's needs

g
i
n

nd
omer's

(
i
s

y of
d

GUARANTEE

garage does not practices policy
of satisfaction guaranteed

FAIR DEALINGS

work done is really needed —
no over charging,
no unnecessary parts

es —
than used,
sarily

AUTO REPAIR GARAGES

APPOINTMENTS AND ESTIMATES	A'	'TIMATES
appointments and cost estimates are honoured, car completed when promised	a n w	estimates completed
?	**MECHANICS**	
• it	unqualified or incompetent	
CONCERN FOR CUSTOMER	C	R
garage shows a personal interest in customer's needs	g L m	ıd mer's
GUARANTEE	(	
garage practices policy of satisfaction guaranteed	ı (	ces policy teed
FAIR DEALINGS		
work done is really needed — no over charging, no unnecessary parts		ces — e than used, ssarily

---

AUTO REPAIR GARAGES

/	ITIMATES	**APPOINTMENTS AND ESTIMATES**
ı ı ı	est ıtes let	appointments and cost estimates not honoured, car not completed when promised
MECHANICS	I	
qualified and competent		stent
CONCERN FOR CUSTOMER	C	:R
garage shows a personal interest in customer's needs	g l n	nd omer's
GUARANTEE	(	
garage practices policy of satisfaction guaranteed	ı (	ces policy teed
FAIR DEALINGS		
work done is really needed — no over charging, no unnecessary parts		ces — e than used, ssarily

AUTO REPAIR GARAGES

APPOINTMENTS AND ESTIMATES		**STIMATES**
appointments and cost estimates are honoured, car completed when promissed		estimates completed
MECHANICS		
qualified and competent		tent
	IR	**CONCERN FOR CUSTOMER**
	l interest	garage is impersonal and lacks concern for customers needs
GUARANTEE		
garage practices policy of satisfaction guaranteed		ices policy teed
FAIR DEALINGS		
work done is really needed -- no over charging, no unnecessary parts		ces -- s than used, ssarily

---

AUTO REPAIR GARAGES

APPOINTMENTS AND ESTIMATES		**STIMATES**
appointments and cost es mates are honoured, car compl when promissed		estimates completed
MECHANICS		
qualified and competent		tent
C	R	**CONCERN FOR CUSTOMER**
	l interes	garage is impersonal and lacks concern for customers needs
		GUARANTEE
	cy of ed	garage does not practices policy of satisfaction guaranteed
		FAIR DEALINGS
	eded --	unfair billing practices -- charging for more time than used, parts replaced unnecessarily

AUTO REPAIR GARAGES

APPOINTMENTS AND ESTIMATES appointments and cost estimates are honoured, car completed when promissed	**STIMATES** estimates completed
t	**MECHANICS** unqualified or incompetent
CONCERN FOR CUSTOMER garage shows a personal interest in customer's needs	**ZR** ınd :omer's
y of d	**GUARANTEE** garage does not practices policy of satisfaction guaranteed
eded --	**FAIR DEALINGS** unfair billing practices -- charging for more time than used, parts replaced unnecessarily

---

AUTO REPAIR GARAGES

APPOINTMENTS AND ESTIMATES appointments and cost e: sates are honoured, car compl when promissed	**A** **TIMATES** estimates completed
MI q :	**MECHANICS** unqualified or incompetent
CO ga interest in	**CONCERN FOR CUSTOMER** garage is impersonal and lacks concern for customer's needs
GUARANTEE garage practices policy of satisfaction guaranteed	**G** cee policy teed
eded --	**FAIR DEALINGS** unfair billing practices -- charging for more time than used, parts replaced unnecessarily

AUTO REPAIR GARAGES

APPOINTMENTS AND ESTIMATES appointments and cost estimates are honoured, car completed when promissed	A	ITIMATES estimates completed
	it	MECHANICS unqualified or incompetent
	ER l interest	CONCERN FOR CUSTOMER garage is impersonal and lacks concern for customerś needs
	cy of ed	GUARANTEE garage does not practices policy of satisfaction guaranteed
FAIR DEALINGS work done is really needed -- no over charging, no unnecessary parts		es -- than used, ssarily

---

AUTO REPAIR GARAGES

A	ITIMATES est ates le	APPOINTMENTS AND ESTIMATES appointments and cost estimates not honoured, car not completed when promissed
MECHANICS qualified and competent		petent
CONCERN FOR CUSTOMER garage shows a personal interest in customerś needs		ER and tomerś
	cy of ed	GUARANTEE garage does not practices policy of satisfaction guaranteed
	eded --	FAIR DEALINGS unfair billing practices -- charging for more time than used, parts replaced unnecessarily

AUTO REPAIR GARAGES

STIMATES estimates leted	APPOINTMENTS AND ESTIMATES appointments and cost estimates not honoured, car not completed when promissed
MECHANICS qualified and competent	tent
ER l interest	CONCERN FOR CUSTOMER garage is impersonal and lacks concern for customers needs
GUARANTEE garage practices policy of satisfaction guaranteed	ices policy teed
eded --	FAIR DEALINGS unfair billing practices -- charging for more time than used, parts replaced unnecessarily

AUTO REPAIR GARAGES

STIMATES estimates pleted	APPOINTMENTS AND ESTIMATES appointments and cost estimates not honoured, car not completed when promissed
MECHANICS qualified and competent	stent
IER al interest	CONCERN FOR CUSTOMER garage is impersonal and lacks concern for customers needs
cy of d	GUARANTEE garage does not practices policy of satisfaction guaranteed
FAIR DEALINGS work done is really needed -- no over charging, no unnecessary parts	F u es -- c than used, p sarily

AUTO REPAIR GARAGES

STIMATES estimates pleted	APPOINTMENTS AND ESTIMATES appointments and cost estimates not honoured, car not completed when promissed
it	MECHANICS unqualified or incompetent
CONCERN FOR CUSTOMER garage shows a personal interest in customer's needs	ER nd comers
GUARANTEE garage practices policy of satisfaction guaranteed	G ces policy teed
eded --	FAIR DEALINGS unfair billing practices -- charging for more time than used, parts replaced unnecessarily

---

AUTO REPAIR GARAGES

TIMATES estimates leted	APPOINTMENTS AND ESTIMATES appointments and cost estimates not honoured, car not completed when promissed
t	MECHANICS unqualified or incompetent
CONCERN FOR CUSTOMER garage shows a personal interest in customer's needs	C R nd omers
y of d	GUARANTEE garage does not practices policy of satisfaction guaranteed
FAIR DEALINGS work done is really needed -- no over charging, no unnecessary parts	es -- than used, sarily

AUTO REPAIR GARAGES

A	TIMATES	APPOINTMENTS AND ESTIMATES	
a a v	ıstimates leted	appointments and cost estimates not honoured, car not completed when promissed	
)		MECHANICS	
(	ıt	unqualified or incompetent	
C	?R	CONCERN FOR CUSTOMER	
!	.1 interest	garage is impersonal and lacks concern for customers needs	
GUARANTEE		G	
garage practices policy of satisfaction guaranteed		g c	ces policy teed
FAIR DEALINGS		1	
work done is really needed -- no over charging, no unnecessary parts		t c F	es -- than used, sarily

ANNEX D

CHOICE FACTORS INFLUENCING SELECTION OF A RETAIL OUTLET EVALUATED VIA CONJOINT MEASUREMENTS

- ACTUAL PROFILES JUDGED BY PARTICIPANTS FOR

- Clothing/Footwear
- Furniture/Appliances
- Automobile Repair Services

CLOTHING / FOOTWEAR

CLOTHING STORES

[illegible]ter of the Store helpful sales staff, quality goods, in-store convenience, fair dealings	Store noted for helpfulness and fair dealings		~~Store shows little concern for customers' interests or fair dealings~~
Proximity time to get to store from home or work	~~Walking distance~~	Short drive (5 minutes or less)	~~Longer drive (10 minutes or more)~~
Selection of products	~~Good selection or is near other clothing stores~~		Limited selection and is not near other clothing stores
Cost compared to other clothing stores	~~Prices 10 to 20% lower~~	~~Prices about equal~~	Prices 10 to 20% higher

CLOTHING STORES

Character of the Store helpful sales staff, quality goods, in-store convenience, fair dealings	~~Store noted for helpfulness and fair dealings~~		Store shows little concern for customers' interests or fair dealings
Proximity time to get to store from home or work	Walking distance	~~Short drive (5 minutes or less)~~	~~Longer drive (10 minutes or more)~~
Selection of products	~~Good selection or is near other clothing stores.~~		Limited selection and is not near other clothing stores
Cost compared to other clothing stores	~~Prices 10 to 20% lower~~	~~Prices about equal~~	Prices 10 to 20% higher

CLOTHING STORES

[illegible]cter of the Store [illegible]ul sales staff, quality goods, in-store convenience, fair dealings	Store noted for helpfulness and fair dealings		~~Store shows little concern for customers' interests or fair dealings~~
Proximity .time to get to store from home or work	~~Walking distance~~	~~Short drive (5 minutes or less)~~	Longer drive (10 minutes or more)
Selection of products	Good selection or is near other clothing stores		~~Limited selection and is not near other clothing stores~~
Cost compared to other clothing stores	~~Prices 10 to 20% lower~~	~~Prices about equal~~	Prices 10 to 20% higher

CLOTHING STORES

Character of the Store helpful sales staff, quality goods, in-store convenience, fair dealings	~~Store noted for helpfulness and fair dealings~~		Store shows little concern for customers' interests or fair dealings
Proximity .time to get to store from home or work	~~Walking distance~~	Short drive (5 minutes or less)	~~Longer drive (10 minutes or more)~~
Selection of products	Good selection or is near other clothing stores		~~Limited selection and is not near other clothing stores~~
Cost compared to other clothing stores	~~Prices 10 to 20% lower~~	~~Prices about equal~~	Prices 10 to 20% higher

CLOTHING STORES

[illegible]cter of the Store [illegible]ul sales staff, quality goods, in-store convenience, fair dealings	Store noted for helpfulness and fair dealings	~~Store shows little concern for customers' interests or fair dealings~~	
Proximity time to get to store from home or work	Walking distance	~~Short drive (5 minutes or less)~~	~~Longer drive (10 minutes or more)~~
Selection of products	Good selection or is near other clothing stores	~~Limited selection and is not near other clothing stores~~	
Cost compared to other clothing stores	~~Prices 10 to 20% lower~~	~~Prices about equal~~	Prices 10 to 20% higher

CLOTHING STORES

Character of the Store helpful sales staff, quality goods, in-store convenience, fair dealings	~~Store noted for helpfulness and fair dealings~~	Store shows little concern for customers' interests or fair dealings	
Proximity time to get to store from home or work	~~Walking distance~~	~~Short drive (5 minutes or less)~~	Longer drive (10 minutes or more)
Selection of products	~~Good selection or is near other clothing stores~~	Limited selection and is not near other clothing stores	
Cost compared to other clothing stores	~~Prices 10 to 20% lower~~	Prices about equal	~~Prices 10 to 20% higher~~

CLOTHING STORES

Character of the Store helpful sales staff, quality goods, in-store convenience, fair dealings	Store noted for helpfulness and fair dealings		~~Store shows little concern for customers' interests or fair dealings~~
Proximity time to get to store from home or work	~~Walking distance~~	Short drive (5 minutes or less)	~~Longer drive (10 minutes or more)~~
Selection of products	~~Good selection or is near other clothing stores~~		Limited selection and is not near other clothing stores
Cost compared to other clothing stores	~~Prices 10 to 20% lower~~	Prices about equal	~~Prices 10 to 20% higher~~

CLOTHING STORES

Character of the Store helpful sales staff, quality goods, in-store convenience, fair dealings	~~Store noted for helpfulness and fair dealings~~		Store shows little concern for customers' interests or fair dealings
Proximity time to get to store from home or work	Walking distance	~~Short drive (5 minutes or less)~~	~~Longer drive (10 minutes or more)~~
Selection of products	~~Good selection or is near other clothing stores~~		Limited selection and is not near other clothing stores
Cost compared to other clothing stores	~~Prices 10 to 20% lower~~	Prices about equal	~~Prices 10 to 20% higher~~

CLOTHING STORES

[illegible]acter of the Store [illegible]ul sales staff, quality goods, in-store convenience, fair dealings	Store noted for helpfulness and fair dealings		~~Store shows little concern for customers' interests or fair dealings~~
Proximity time to get to store from home or work	~~Walking distance~~	~~Short drive (5 minutes or less)~~	Longer drive (10 minutes or more)
Selection of products	Good selection or is near other clothing stores		~~Limited selection and is not near other clothing stores~~
Cost compared to other clothing stores	~~Prices 10 to 20% lower~~	Prices about equal	~~Prices 10 to 20% higher~~

CLOTHING STORES

Character of the Store helpful sales staff, quality goods, in-store convenience, fair dealings	~~Store noted for helpfulness and fair dealings~~		Store shows little concern for customers' interests or fair dealings
Proximity time to get to store from home or work	~~Walking distance~~	Short drive (5 minutes or less)	~~Longer drive (10 minutes or more)~~
Selection of products	Good selection or is near other clothing stores		~~Limited selection and is not near other clothing stores~~
Cost compared to other clothing stores	~~Prices 10 to 20% lower~~	Prices about equal	~~Prices 10 to 20% higher~~

CLOTHING STORES

[illegible]cter of the Store [illegible]ul sales staff, quality goods, in-store convenience, fair dealings	Store noted for helpfulness and fair dealings		~~Store shows little concern for customers' interests or fair dealings~~
Proximity time to get to store from home or work	Walking distance	~~Short drive (5 minutes or less)~~	~~Longer drive (10 minutes or more)~~
Selection of products	Good selection or is near other clothing stores		~~Limited selection and is not near other clothing stores~~
Cost compared to other clothing stores	~~Prices 10 to 20% lower~~	Prices about equal	~~Prices 10 to 20% higher~~

CLOTHING STORES

Character of the Store helpful sales staff, quality goods, in-store convenience, fair dealings	~~Store noted for helpfulness and fair dealings~~		Store shows little concern for customers' interests or fair dealings
Proximity time to get to store from home or work	~~Walking distance~~	~~Short drive (5 minutes or less)~~	Longer drive (10 minutes or more)
Selection of products	~~Good selection or is near other clothing stores~~		Limited selection and is not near other clothing stores
Cost compared to other clothing stores	Prices 10 to 20% lower	~~Prices about equal~~	~~Prices 10 to 20% higher~~

CLOTHING STORES

[illegible]cter of the Store [illegible]ul sales staff, quality goods, in-store convenience, fair dealings	Store noted for helpfulness and fair dealings		~~Store shows little concern for customers' interests or fair dealings~~
Proximity time to get to store from home or work	~~Walking distance~~	Short drive (5 minutes or less)	~~Longer drive (10 minutes or more)~~
Selection of products	~~Good selection or is near other clothing stores~~		Limited selection and is not near other clothing stores
Cost compared to other clothing stores	Prices 10 to 20% lower	~~Prices about equal~~	~~Prices 10 to 20% higher~~

CLOTHING STORES

Character of the Store helpful sales staff, quality goods, in-store convenience, fair dealings	~~Store noted for helpfulness and fair dealings~~		Store shows little concern for customers' interests or fair dealings
Proximity time to get to store from home or work	Walking distance	~~Short drive (5 minutes or less)~~	~~Longer drive (10 minutes or more)~~
Selection of products	~~Good selection or is near other clothing stores~~		Limited selection and is not near other clothing stores
Cost compared to other clothing stores	Prices 10 to 20% lower	~~Prices about equal~~	~~Prices 10 to 20% higher~~

CLOTHING STORES

cter of the Store helpful sales staff, quality goods, in-store convenience, fair dealings	Store noted for helpfulness and fair dealings		~~Store shows little concern for customers' interests or fair dealings~~
Proximity .time to get to store from home or work	~~Walking distance~~	~~Short drive (5 minutes or less)~~	Longer drive (10 minutes or more)
Selection of products	Good selection or is near other clothing stores		~~Limited selection and is not near other clothing stores~~
Cost compared to other clothing stores	Prices 10 to 20% lower	~~Prices about equal~~	~~Prices 10 to 20% higher~~

CLOTHING STORES

Character of the Store helpful sales staff, quality goods, in-store convenience, fair dealings	~~Store noted for helpfulness and fair dealings~~		Store shows little concern for customers' interests or fair dealings
Proximity .time to get to store from home or work	~~Walking distance~~	Short drive (5 minutes or less)	~~Longer drive (10 minutes or more)~~
Selection of products	Good selection or is near other clothing stores		~~Limited selection and is not near other clothing stores~~
Cost compared to other clothing stores	Prices 10 to 20% lower	~~Prices about equal~~	~~Prices 10 to 20% higher~~

CLOTHING STORES

SALES STAFF readily available and well informed	~~SALES STAFF not readily available and not well informed~~
~~MERCHANDISE good quality and good workmanship~~	MERCHANDISE low quality and poor workmanship
~~IN-STORE CONVENIENCES provided to make shopping easier -- convenient layout, alterations provided, refunds easy.~~	IN-STORE CONVENIENCES not provided to make shopping easier -- inconvenient layout, no alterations provided, refunds difficult.
~~FAIR DEALINGS fair dealings emphasized -- truthfull advertising of products and prices, sales staff concerned about the customer.~~	FAIR DEALINGS fair dealings not emphasized -- misleading advertising of products and prices, pushy sales staff.

CLOTHING STORES

SALES STAFF readily available and well informed	~~SALES STAFF not readily available and not well informed~~
MERCHANDISE good quality and good workmanship	~~MERCHANDISE low quality and poor workmanship~~
~~IN-STORE CONVENIENCES provided to make shopping easier -- convenient layout, alterations provided, refunds easy.~~	IN-STORE CONVENIENCES not provided to make shopping easier -- inconvenient layout, no alterations provided, refunds difficult.
~~FAIR DEALINGS fair dealings emphasized -- truthfull advertising of products and prices, sales staff concerned about the customer.~~	FAIR DEALINGS fair dealings not emphasized -- misleading advertising of products and prices, pushy sales staff.

FURNITURE / APPLIANCES

FURNITURE AND APPLIANCE STORES

racter of the Store	Store noted for helpfulness and fair dealings		concern interests
Proximity time to get to store from home or work		Short drive (5 minutes or less)	
Selection of products		is ure and	Limited selection and is not near other furniture and appliance stores
Cost compared to other furniture and appliance stores			Prices 10 to 20% higher

FURNITURE AND APPLIANCE STORES

Character of the Store		helpfulness gs	Store shows little concern for the customers' interests or fair dealings
Proximity time to get to store from home or work	Walking distance		
Selection of products		or is iture and s	Limited selection and is not near other furniture and appliance stores
Cost compared to other furniture and appliance stores			Prices 10 to 20% higher

FURNITURE AND APPLIANCE STORES

aracter of the Store	Store noted for helpfulness and fair dealings	le concern s' interests
Proximity time to get to store from home or work		Longer drive (10 minutes or more)
Selection of products	Good selection or is near other furniture and appliance stores	n and is urniture ores
Cost compared to other furniture and appliance stores		Prices 10 to 20% higher

---

FURNITURE AND APPLIANCE STORES

Character of the Store	elpfulness	Store shows little concern for the customers' interests or fair dealings
Proximity time to get to store from home or work	Short drive (5 minutes or less)	
Selection of products	Good selection or is near other furniture and appliance stores	and is rniture res
Cost compared to other furniture and appliance stores		Prices 10 to 20% higher

FURNITURE AND APPLIANCE STORES

aracter of the Store	Store noted for helpfulness and fair dealings		: concern interests
Proximity time to get to store from home or work	Walking distance		
Selection of products	Good selection or is near other furniture and appliance stores		and is niture es
Cost compared to other furniture and appliance stores			Prices 10 to 20% higher

FURNITURE AND APPLIANCE STORES

Character of the Store	S	lpfulness	Store shows little concern for the customers' interests or fair dealings
Proximity time to get to store from home or work			Longer drive (10 minutes or more)
Selection of products		is ire and	Limited selection and is not near other furniture and appliance stores
Cost compared to other furniture and appliance stores		Prices about equal	

FURNITURE AND APPLIANCE STORES

haracter of the Store	Store noted for helpfulness and fair dealings		S f o	concern interests
Proximity time to get to store from home or work		Short drive (5 minutes or less)		
Selection of products	(I ‹	is re and	Limited selection and is not near other furniture and appliance stores	
Cost compared to other furniture and appliance stores		Prices about equal		

FURNITURE AND APPLIANCE STORES

Character of the Store		elpfulness	Store shows little concern for the customers' interests or fair dealings
Proximity time to get to store from home or work	Walking distance		
Selection of products	(r a	is re and	Limited selection and is not near other furniture and appliance stores
Cost compared to other furniture and appliance stores		Prices about equal	

FURNITURE AND APPLIANCE STORES

aracter of the Store	Store noted for helpfulness and fair dealings	S f c	concern interests
Proximity time to get to store from home or work			Longer drive (10 minutes or more)
Selection of products	Good selection or is near other furniture and appliance stores	I ι a	and is niture es
Cost compared to other furniture and appliance stores		Prices about equal	

FURNITURE AND APPLIANCE STORES

Character of the Store	lpfulness		Store shows little concern for the customers' interests or fair dealings
Proximity time to get to store from home or work		Short drive (5 minutes or less)	
Selection of products	Good selection or is near other furniture and appliance stores	1 1 4	and is niture es
Cost compared to other furniture and appliance stores		Prices about equal	

FURNITURE AND APPLIANCE STORES

aracter of the Store	Store noted for helpfulness and fair dealings		concern interests
Proximity time to get to store from home or work	Walking distance		
Selection of products	Good selection or is near other furniture and appliance stores		and is niture es
Cost compared to other furniture and appliance stores		Prices about equal	

FURNITURE AND APPLIANCE STORES

Character of the Store		lpfulness	Store shows little concern for the customers' interests or fair dealings
Proximity time to get to store from home or work			Longer drive (10 minutes or more)
Selection of products		is re and	Limited selection and is not near other furniture and appliance stores
Cost compared to other furniture and appliance stores	Prices 10 to 20% lower		

FURNITURE AND APPLIANCE STORES

[illegible]aracter of the Store	Store noted for helpfulness and fair dealings	S i c	concern interests
Proximity time to get to store from home or work		Short drive (5 minutes or less)	
Selection of products	(t 4	is re and	Limited selection and is not near other furniture and appliance stores
Cost compared to other furniture and appliance stores	Prices 10 to 20% lower		

FURNITURE AND APPLIANCE STORES

Character of the Store	S a	lpfulness	Store shows little concern for the customers' interests or fair dealings
Proximity time to get to store from home or work	Walking distance		
Selection of products	G r a	is re and	Limited selection and is not near other furniture and appliance stores
Cost compared to other furniture and appliance stores	Prices 10 to 20% lower		

FURNITURE AND APPLIANCE STORES

racter of the Store	Store noted for helpfulness and fair dealings		S i c	concern interests
Proximity time to get to store from home or work				Longer drive (10 minutes or more)
Selection of products	Good selection or is near other furniture and appliance stores		I n a	and is niture es
Cost compared to other furniture and appliance stores	Prices 10 to 20% lower			

FURNITURE AND APPLIANCE STORES

Character of the Store	S i	lpfulness	Store shows little concern for the customers' interests or fair dealings	
Proximity time to get to store from home or work		Short drive (5 minutes or less)		
Selection of products	Good selection or is near other furniture and appliance stores		I i i	and is niture es
Cost compared to other furniture and appliance stores	Prices 10 to 20% lower			

AUTOMOBILE REPAIR SERVICES

ANNEX E

GRAPHIC RATING SCALES EMPLOYED TO OBTAIN DIRECT MEASURES OF ATTRIBUTE LEVEL IMPORTANCE

EVALUATION OF CLOTHING STORES

(How important to you is each of the following?)

A. Character of the store

(a store that is helpful and noted for fair dealings)

B. Store prices 10 to 20% lower than most other stores

C. Store that is within walking distance from home or work

D. Selection (store has good selection or is near other clothing stores)

Very Important
Not Important

EVALUATION OF FURNITURE & APPLIANCE STORES

(How important to you is each of the following?)

Very Important

A. Character of the store
(a store that is helpful and noted for fair dealings

B. Store prices 10 to 20% lower than most other stores

C. Store that is within walking distance from home or work

D. Selection (store has good selection or is near other furniture and appliance stores)

Not Important

EVALUATION OF AUTO REPAIR GARAGES

(How important to you is each of the following?)

Very Important

A. Speed of service (car repaired while you wait)

B. Garage that is within walking distance from home or work

C. Garage prices 10 to 20% lower than most garages (for same work)

D. Character of garage (garage honours appointments and estimates, is concerned about the customer, and practices a policy of satisfaction guaranteed)

Not Important

ANNEX F

FORMS EMPLOYED TO GATHER CONSUMER SUGGESTIONS CONCERNING ACTIONS WHICH CONSUMERS AND GOVERNMENTS MIGHT TAKE TO OVERCOME MAJOR SHOPPING DIFFICULTIES

SOLUTIONS CLOTHING RETAIL PROBLEMS	ACTIONS CONSUMERS MIGHT TAKE TO OVERCOME PROBLEM	ACTIONS GOVERNMENT MIGHT TAKE TO OVERCOME PROBLEM
Lack of merchandise of good quality and workmanship		
Lack of in-store conveniences to make shopping easier (layout, alterations, refunds)		
Lack of fair dealings (misleading, pushy)		
Lack of adequate numbers of informed sales people		

SOLUTIONS

FURNITURE & APPLIANCE RETAIL PROBLEMS	ACTIONS CONSUMERS MIGHT TAKE TO OVERCOME PROBLEM	ACTIONS GOVERNMENT MIGHT TAKE TO OVERCOME PROBLEM
Lack of printed information to compare products		
Lack of fair dealings (misleading, pushy)		
Lack of after-sale service and prompt delivery		
Lack of adequate number of informed sales people		

SOLUTIONS - AUTO REPAIR PROBLEMS	ACTIONS CONSUMERS MIGHT TAKE TO OVERCOME PROBLEM	ACTION GOVERNMENT MIGHT TAKE TO OVERCOME PROBLEM
Lack of concern for customers (impersonal, not concerned about customers's needs)		
Lack of estimates, appointments and work complete on time		
Lack of qualified, competent mechanics		
Lack of honest dealings (extra charges and parts)		
Lack of adequate guarantee practices		

ANNEX G

QUESTIONNAIRE EMPLOYED TO OBTAIN CONSUMER EVALUATIONS OF THE RELATIVE DESIRABILITY OF POSSIBLE GOVERNMENT ACTIONS TO PROVIDE ASSISTANCE IN OVERCOMING MAJOR SHIPPING PROBLEMS

Respondent Number_______________

EVALUATION OF POSSIBLE SOLUTIONS TO CONSUMER SHOPPING PROBLEMS

Introduction

Discussions with consumers across Canada resulted in the following list of ideas for reducing consumers shopping problems. The ideas are of four general kinds:

1. More resources for existing systems
2. More laws controlling businesses
3. More educational programs
4. More consumer information

There are several ideas for each of these four areas. We would like you to evaluate each idea keeping in mind the possible costs and benefits. In other words, for each idea you might ask yourself:

- is this idea feasible, would it work?
- would this be relatively expensive or inexpensive?
- would it benefit a large number of consumers?

More Resources for Existing Programs

a. Complaint bureau: expanded facilities for hearing and following up consumer complaints. There should be expanded government funding of complaint bureaus in every city. The purpose would be to deal with all claims against manufacturers, retailers, garages, salesmen, etc.

Considering costs and benefits, government action in this type of solution is:

☐	☐	☐	☐	☐
highly undesirable	somewhat undesirable	somewhat desirable	highly desirable	don't know

b. Subsidize consumer organizations: expand subsidies for existing non-profit consumer associations.

Considering costs and benefits, government action in this type of solution is:

☐	☐	☐	☐	☐
highly undesirable	somewhat undesirable	somewhat desirable	highly desirable	don't know

c. Stiffer penalties: increased fines and publicity, or suspension of business license for firms found guilty of unfair or deceptive practices.

Considering costs and benefits, government action in this type of solution is:

☐ highly undesirable ☐ somewhat undesirable ☐ somewhat desirable ☐ highly desirable ☐ don't know

d. More policing of business practices: increased government budgets for enforcing consumer protection laws and regulating advertising.

Considering costs and benefits, government action in this type of solution is:

☐ highly undesirable ☐ somewhat undesirable ☐ somewhat desirable ☐ highly desirable ☐ don't know

e. Easier access to courts: increased access to small claims courts, and legal assistance for consumers who wish to press charges of unfair business practices.

Considering costs and benfits, government action in this type of solution is:

☐ highly undesirable ☐ somewhat undesirable ☐ somewhat desirable ☐ highly desirable ☐ don't know

More Laws Controlling Business

f. Restrict number of product models: laws to standardize products and limit the number of models and sizes that can be sold.

Considering costs and benefits, government action in this type of solution is:

☐ highly undesirable ☐ somewhat undesirable ☐ somewhat desirable ☐ highly desirable ☐ don't know

g. Required information: laws requiring manufacturers to supply standard information on construction, performance and care of consumer products.

Considering costs and benefits, government action in this type of solution is:

☐ highly undesirable ☐ somewhat undesirable ☐ somewhat desirable ☐ highly desirable ☐ don't know

---

h. Certification of sales people: laws requiring sales people to meet certain minimum levels of qualification before being employed in retail stores.

Considering costs and benfits, government action in this type of solution is:

☐ highly undesirable ☐ somewhat undesirable ☐ somewhat desirable ☐ highly desirable ☐ don't know

---

i. Certification of products: laws requiring consumer products to meet certain minimum levels of quality and performance before being offered for sale.

Considering costs and benefits, government action in this type of solution is:

☐ highly undesirable ☐ somewhat undesirable ☐ somewhat desirable ☐ highly desirable ☐ don't know

---

j. Required warranty and service: laws requiring manufacturers and retailers to provide minimum levels of warranty and after-sale services.

Considering costs and benefits, government action in this type of solution is:

☐ highly undesirable ☐ somewhat undesirable ☐ somewhat desirable ☐ highly desirable ☐ don't know

---

k. Price controls: laws establishing a government agency to control the retail prices of consumer products and services.

Considering costs and benfits, government action in this type of solution is:

☐ highly undesirable ☐ somewhat undesirable ☐ somewhat desirable ☐ highly desirable ☐ don't know

l. Remove import restrictions: remove existing tariffs and controls on consumer products from other countries. This could put pressure on Canadian manufacturers, and result in lower prices to consumers.

Considering costs and benefits, government action in this type of solution is:

☐ highly undesirable ☐ somewhat undesirable ☐ somewhat desirable ☐ highly desirable ☐ don't know

---

More Educational Programs

m. High school education: government sponsored education program by which all high school students would be required to study consumer affairs in order to make them well prepared consumers.

Considering costs and benefits, government action in this type of solution is:

☐ highly undesirable ☐ somewhat undesirable ☐ somewhat desirable ☐ highly desirable ☐ don't know

---

n. Television/radio/newspaper education programs: more government sponsored programs on television, radio or in newspapers to help consumers learn to be wise shoppers.

Considering costs and benfits, government action in this type of solution is:

☐ highly undesirable ☐ somewhat undesirable ☐ somewhat desirable ☐ highly desirable ☐ don't know

---

o. Sales person training: subsidized manpower training programs to help sales people be qualified to provide useful consumer information.

Considering costs and benefits, government action in this type of solution is:

☐ highly undesirable ☐ somewhat undesirable ☐ somewhat desirable ☐ highly desirable ☐ don't know

More Consumer Information

p. Test center: government should sponsor an independent national testing center for evaluating products. The purpose would be to provide information that would help consumers compare brands.

Considering costs and benefits, government action in this type of solution is:

☐ highly undesirable ☐ somewhat undesirable ☐ somewhat desirable ☐ highly desirable ☐ don't know

---

q. Product satisfaction/dissatisfaction: an ongoing program to gather information on how satisfied or dissatisfied consumers are with their various purchases, and to make this information readily available to other consumers.

Considering costs and benefits, government action in this type of solution is:

☐ highly undesirable ☐ somewhat undesirable ☐ somewhat desirable ☐ highly desirable ☐ don't know

---

r. Satisfaction/dissatisfaction with retail outlets: an ongoing program to gather information on how satisfied or dissatisfied consumers are with retailers, garages, etc. Make this information readily available to consumers.

Considering costs and benefits, government action in this type of solution is:

☐ highly undesirable ☐ somewhat undesirable ☐ somewhat desirable ☐ highly desirable ☐ don't know

---

s. Information booths: establish information booths in major shopping centers where consumers can get shopping information comparing stores or products.

Considering costs and benfits, government action in this type of solution is:

☐ highly undesirable ☐ somewhat undesirable ☐ somewhat desirable ☐ highly desirable ☐ don't know

t. Newspaper information: the government should sponsor the regular publication in local newspapers of test reports that compare various brands of consumer products.

Considering costs and benefits, government action in this type of solution is:

☐	☐	☐	☐	☐
highly undesirable	somewhat undesirable	somewhat desirable	highly desirable	don't know

---

* * * * * * * * *

POSSIBLE SOLUTION SPECIFIC TO AUTO REPAIR PROBLEMS

u. Licensing repair garages: laws setting standards to ensure garages provide minimum warranties, qualified mechanics, and fair pricing. To qualify for a license to operate a garage must continue to meet these standards.

Considering costs and benefits, government action in this type of solution is:

☐	☐	☐	☐	☐
highly undesirable	somewhat undesirable	somewhat desirable	highly desirable	don't know

---

v. Auto test center: establish local testing centers to advise auto owners what repairs and servicing are needed. Test centers would do no servicing, but could indicate the likely costs of the needed servicing.

Considering costs and benfits, government action in this type of solution is:

☐	☐	☐	☐	☐
highly undesirable	somewhat undesirable	somewhat desirable	highly desirable	don't know

---

w. Mechanic training: subsidized manpower training program to help mechanics obtain and maintain their qualifications.

Considering costs and benefits, government action in this type of solution is:

☐ highly undesirable

☐ somewhat undesirable

☐ somewhat desirable

☐ highly desirable

☐ don't know

---

x. Auto care courses: government subsidized courses to help auto owners understand [illegible] workings of their autos so they are better able to know what repairs and servicing are needed.

Considering costs and benefits, government action in this type of solution is:

☐ highly undesirable

☐ somewhat undesirable

☐ somewhat desirable

☐ highly desirable

☐ don't know

Recognizing the importance of budgeting government spending carefully, which of the solutions "a" through "x" (if any) should be given top priority?

○ None, government should not become further involved in these areas.

List in order of priority the solutions you think should be adopted. (List as many or as few as you think should be adopted.)

Priority	Solution
1.	______________________
2.	______________________
3.	______________________
4.	______________________
	______________________
	______________________